

ELECTRICAL

# MERCHANDISING WEEK

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SERVING THE APPLIANCE • RADIO • TELEVISION AND HOUSEWARES INDUSTRIES

WHAT A LOCATION

## You Can't Hardly Get to this Store

Earl Feiden had a choice highway location near Albany—until the road builders moved in and virtually isolated his store. But the reputation he had already built has enabled Feiden to survive this blow. *see page 26*

## Advice to Gas Men: Make Love to the Dealer

That's what Jud Sayre is advising southern utility leaders in Galveston today. *see page 4*

## Now It's a Wake-A-Thon

An Atlanta dealer put five disc jockeys in his store window to see which could stay awake longest. The real winner: the store, which got all the publicity. *see page 10*

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## EDITORIAL.. Dateline: Europe

By LAURENCE WRAY EDITOR

By the time you read this, I will be in London on the first leg of a trip to most of the countries of Western Europe. The purpose of the trip is to study at first hand the spectacular growth of the appliance-radio-TV business in production, marketing and exporting of appliances, radio and television in those countries.

The post-war industrial resurgence of Western Europe, stemming from Marshall Plan days, has resulted in higher standards of living and the creation of enormous new markets for appliances produced by foreign manufacturers.

But those same manufacturers are increasingly laying plans to invade the American market. We are all aware of the impact foreign cars have had on the American scene; we are also painfully aware of the inroads the Japanese have made in the transistor radio field. Italian sewing machines, German and Dutch hi-fidelity and stereo equipment are also familiar to all of us.

The six-nation European Economic Community and the seven-nation European Free Trade Association have done



## Will NARDA Make A FEDERAL CASE

### Out of Central Service?

**NO, SAYS NARDA.** No appeal will be made to Washington on centralized service. But a strongly worded statement raises the question of the group's aims SEE PAGE 2

**"WHY SHOULD THEY?"** ask strong advocates of central service. It's plenty popular in big metropolitan areas where dealer servicing has been a problem SEE PAGE 2

### PLUS EM WEEK EXCLUSIVE

### What the Customer Thinks

About Central Service SEE PAGE 8

much to erase tariff barriers in their respective spheres of interest and it is entirely possible that within the near future these two blocs may join forces. The U. S. has a definite stake in the outcome, because world trade should be a two-way street. Only last January the government took cognizance of the situation when it initiated the Atlantic Economic Body, consisting of all 18 European nations, the U. S. and Canada, to protect American trading interests in Europe.

There will be other important developments on the foreign scene, too. European labor is already agitating for higher wage scales in the wake of the new industrial prosperity. This may narrow the labor cost differential between European and American producers. But automation is spreading rapidly in Europe's factories, too, which may offset the higher wage rates.

**But one thing seems certain.** We are going to be operating more and more in world markets in the years ahead. And the more we acquaint ourselves with the economic facts of life of foreign trade, the better we will be able to compete successfully.

That is the chief purpose of my present trip—to bring to our readers as much information as possible on the expanding markets of Europe and the implications of the export-import situation insofar as our own industry is concerned.

# Is Central Service Good Or Bad?

**It was strongly worded, last week's NARDA statement, but did it mean legal action, the group was asked?**

The question brought an emphatic denial from Gail K. Pinkstaff, executive vice president of the National Appliance and Radio-TV Dealers Assn.

"No, we have no such complaint, and we have no plans to make one," he said.

**But a legal stick of some sort** was implicit in the densely worded four pages of text handed the trade press by Pinkstaff and Carroll McMullin, NARDA president.

Arguing that the servicing dealer must not be placed at a disadvantage by the growing number of central service centers erected and maintained by manufacturers, the statement used phrases which sounded as if they had been extracted from a legal brief.

Linking a promise to use centralized service facilities to a dealer's franchise, said the statement "tends to create a monopoly and is not in the public interest." It spoke of using every ethical and "legal" device to help dealers hold on to their right to service what they sell.

**The statement was issued** following an executive committee meeting in Indianapolis and dealt with the association's policy toward extension of manufacturer-controlled service facilities. It was widely seen as a major step toward positioning NARDA in opposition to greater manufacturer emphasis on "captive" service. The gist of the association's position was:

Dealer-owned service departments are in the public interest and vital to the complete business structure of most association member firms. A wide segment of dealers have earned the right to "service what we sell." NARDA intends to use every practical, legal and ethical device to encourage dealers to hold on to this right."

**NARDA believes** that any dealer who can perform the service function within reasonable standards is entitled to the same opportunity to do so as any other dealer who obtains identical merchandise through identical trade channels.

The conjecture that a local marketing condition makes such dealer service impractical is not alone sufficient reason to "close the door in the face" of a dealer who wants to service what he sells. Amplifying this, NARDA says that available central service is not reason enough either to withdraw servicing privileges, or to withhold them from a dealer who desires to start servicing.

And so, NARDA states any existing or proposed franchise that does not take a dealer's servicing ability into account and is available only packaged with use of centralized service tends to create a "monopoly" and is not in the "public interest."

**The overall marketing situation** and its relation to centralized service is touched upon next in the statement.

*Continued on page 7*



## Once in a Lifetime Thrill . . .

**FOR MRS. CLARENCE C. HAGER** of Charlotte, N. C., came when she won a \$15,000 home equipped with a Duo-Therm heating and air conditioning system and \$1,500 for a lot. It was first prize in a nationwide contest sponsored by Duo-Therm consumer products division of Motor Wheel Corp. Above L. C. Vandertill, seated at left, hands Mrs. Hager the prize. She is with her husband, seated right. Standing, left, are Charles Lowe, president, and Jack Trexler, right, vice president of Major Appliance Distributors Inc. of Charlotte, through whom she submitted her entry. Vandertill is vice president of the manufacturer's division. "And you know," said Mrs. Hager, "we really need that house. I told myself when I entered, 'Well, someone will win it that doesn't even need it.' Sure glad I was wrong." She said she once won a pop-up toaster and became a contest bug, despite constant kidding from her children and her grandchildren. Looks as if the kidding will stop now.

## Siragusa Shows Stockholders Increased Admiral TV Sales

Happily, Ross Siragusa Sr., broke Admiral's first-quarter TV sales out for the stockholders assembled at the company's annual meeting in Chicago. The reason for his happiness was easy to see: The company's distributors increased first-quarter TV sales to dealers 33% over last year's mark.

Of more general interest, the corporation's first-quarter consolidated sales were expected to be 7% up. Major appliance sales were not released.

Siragusa blamed unexpectedly low industry appliance sales on excess inventory at dealer level, due to overbuying during the steel strike.

**Non-sales star** of the stockholder show was the commercial electronics division, which made a special presentation of its current success, the Admiral room status control system for hotels. Frank J. Rogers, head of the division, pointed out other activities of more direct interest to dealers. For example: The division's hotel and motel TV rental package operation, which exposes the Admiral name under optimum conditions to "over 20 million travelers a year." Rogers also stated that Admiral was "in the analysis stage" of the automobile radio industry.

In his remarks to stockholders, Siragusa made note of Admiral's "spearheading" of efforts to "build American" and deplored the increasingly strong competition American products are encountering, naming Japan as the most serious threat.

Interest in all foreign aspects of Admiral's business was demonstrated by an elderly lady stockholder, apparently a recent tourist, who rose to commend the management, particularly for its vigorous billboarding of the Italian Dolomite mountain chain. She suggested: "If you'd put up billboards around here like you do over there, I bet you'd sell more Admiral televisions."

**Best note of the day**, according to shareholders present, was sounded when President Siragusa said, "If our operations continue to grow during the balance of the year as we believe they will, your board of directors will give serious consideration to the resumption of dividends by the year's end."

And if President Siragusa hadn't been there to spread the happy news, in the annual reports on their laps, stockholders could read that the company earned precisely three times as much per share in 1959 as in 1958: \$1.71 against 57 cents.

**Somewhat guardedly, manufacturers and dealers told their views on the NARDA central service statement**

General Electric, at which the NARDA statement on central service apparently was aimed said its position on the issue already was clear.

Other manufacturers had no rocks to throw at NARDA. They said, in fact, they were attempting to build up the service facilities of the dealers.

**But some dealers** in metropolitan areas told EM Week that central service is an inevitable product of the times—and that they liked it.

Officials at General Electric's Louisville, Ky., white goods division reiterated their position on central service.

Robert C. Hawley, general manager of G-E's sales and distribution department, told EM Week (Feb. 1, 1960) that G-E is confident that none of its policies is in conflict with Robinson-Patman or Sherman Act provisions.

In New York City, for example, central service is already a condition of franchise and G-E dealers do not have the option of buying with traditional service allowances.

**In certain other** metropolitan markets where G-E central service is in force—like Philadelphia and Washington, D. C.—dealers with their own service departments are still permitted to buy with the service allowance. Central service is not, therefore, a condition of franchise.

Arbitrator in all such cases is the local G-E branch manager. Under G-E's policy of "local determination," he is the man who decides

*Continued on page 38*

## BUSINESS BRIEFS

- Back to the classroom. This week Chrysler Airtemp joined the parade of companies turning to classroom techniques as a sales aid. About 80 men from Airtemp distributorships will finish a four-day workshop on Wednesday return home flooded with ideas. Turn, the company hopes they will hold classes for dealers on advertising and sales promotions.

- The reference to suede shoes had nothing to do with rock and roll. Mrs. Helen Nelson, California's consumer counsel, was warning about the upsurge of the so-called "suede shoe boys"—door-to-door salesmen who were using high pressure and wild promises to sell food freezer plans, water softeners, knitting machines and aluminum siding.

- Whenever all things are considered equal, it's company policy, the Philco Corp. says, to establish an independent distributor instead of a factory branch. So, for the first time in 27 years, the Philco Corp. will have independent distribution in New York and northern New Jersey: John M. Otter Co., Philco's distributor in Philadelphia.

# REGIONAL ROUND-UP:

**EAST . . . BOSTON**—The retail appliance market last week continued slow, especially for smaller dealers. Pricing was highly competitive. There was no sign of a pickup in white goods. Post-Easter business improvement was hoped for. Unseasonably cold weather in the past six weeks tended to reduce traffic and early season impulse buying. Benjamin Jacobs, president of Shawmut TV and Appliance Center in downtown Park Square, said his company maintained good volume in cold weather, bucking the trend, by emphasizing with direct mail, telephone and other promotions the demonstration of models in the home. Shawmut is moving to larger quarters with a large display area. "With even supermarkets going into the appliance business today, the big answer of appliance dealers, apart from fair dealing, must be in good service to customers," Jacobs said.

Archer Appliance Co. of nearby Chelmsford reported an increasing trend toward portable television as well as radio. The company was expecting good results with the new 19-inch, rectangular tube Admiral. Several other dealers were doing a good job with portables, which also were seen as good items for stores wanting a pre-vacation-time promotion.

The bankruptcy sales by Magee's, one of Boston's oldest and largest furniture and appliance stores apparently was having some effect on the local market.

Bigest news for the future in local appliance circles was the announcement that the premises of the R. H. White Co. downtown department store vacant since 1957, will be reopened as a department store by Jan. 1. City Stores Inc. of Philadelphia, will put \$1 million into renovating the property, according to Major John F. Collins. Whether the R. H. White name will be retained or the name of another of City's subsidiary stores will replace it, was not known. Until it closed, White's had been in business 104 years and had one of the area's largest appliance businesses.

**SOUTHWEST . . . HOUSTON**—Retailers felt the pinch during pre-Easter holidays. It was a plain case of the Easter hat trumping sales of Easter appliances. As one large chain executive explained: "Easter always is a depressed time."

A bright spot was the brisk sale of foreign-made AM-FM radios. The high price of color television was still blamed as the reason the sets were not selling in the mass market. A chain executive said the biggest trouble was saturation of the general television market.

E. J. Hoffer of Fingers' said his company whipped the seasonal slump with a "good, honest sale promotion" after buying out a rival.

**SOUTH . . . MIAMI**—As dealers and distributors expected, Easter activity shifted from hard

to soft goods. None feared it won't bounce back.

The majority reported business "compares very favorably" with the same 1959 period. Prices were holding, but some softness was observed. Item movement was pretty much "across the board." Inventories remained normal.

Housewares activity was spotty and dealers' inventories were off. Distributors reported minimum ordering.

Income tax time and Easter were blamed by Archie Jones of Archie Jones and Son for a "not too exciting" week as far as retail selling was concerned.

Sales and inventory were about what had been expected, a department store buyer commented.

Ed Rogers of Rogers Electric Co. asserted that retail movement of room air conditioners was running a little slow.

The past week was off for Frank Rudich of Apex Television and Radio, but not as much as in 1959. Heavier advertising, he said, has put gross sales 40% ahead this year, particularly in stereo-television combinations.

**WEST COAST . . . LOS ANGELES**—Sluggishness, in a word, summed up retail appliance activity in this area during the past two months. While employment in metropolitan Los Angeles was up almost 4% in March as compared with March of last year, appliance volume, comparatively, was down about 3% across the board. Stereo, in particular, has been in the

doldrums. April sales about equalled those of April, 1959. But in a mushrooming city standing still was tantamount to backsliding.

This lackluster performance was variously attributed to uncertainties in the defense industry, tight money, the actors' strike and a late Easter, which channeled consumer dollars into clothing and soft goods stores.

With it all, there were signs that an upswing was on the horizon. Store traffic began to pick up in mid-April. There were indications that money was becoming more available. With settlement of the actors' strike, the entertainment industry was active again. And Easter has come and gone. But much will depend on what happens in the defense industry, and last week there was no telling.

Dealers were still smarting from the stiffened price competition of the past two months. Inventories of majors, so optimistically stocked early in the year, were moving from some floors on the strength of a \$10 bill.

One dealer in the area, Russ Carlson, Santa Monica, was able to buck the trend of the past two months and maintain prices while still increasing sales by 10% over the same period last year. But, to accomplish this, he stepped up his normal newspaper advertising budget by 50%—a calculated risk. In Carlson's case, the investment just happened to pay off.

## Bundle for Britain

It was the largest single commercial order of automatic dryers in Philco International history. And all 1,930 of them were headed for Bendix Home Appliance, Ltd., in Birmingham, England, Philco's licensed manufacturer of Bendix laundry equipment in Great Britain.

According to the American Home Laundry Assn., the shipment is more than 25% of total electric dryer exports from the U.S.

After modifying the dryers to British conditions, BHA, Ltd., will use them in self-service laundry units throughout Great Britain. There are more than a thousand.

## More Speed at the Depot

Streamlined is the word for Westinghouse's new depot in Columbus, O. Designed to take advantage of the latest market distribution concepts, the 700,000-square-foot depot is a major link in the company's new distribution system which is expected to be fully operative by 1965.

Westinghouse figures the new system will reduce inventories in major appliances by 50% and trim distribution time by a third.



**Cranking Up the Sales at G-E**

THAT'S WHAT General Electric's dishwasher and Disposal department did to win this half-scale replica of a 1910 Tin Lizzie. And so, from left, W. J. Dance, general manager of the department, and J. J. Clarke, department marketing manager, earned a starting push from W. P. Von Behren, general manager of the major appliance division at Appliance Park in Louisville. Part of G-E's intra-divisional sales campaign competition this year, the car is awarded each month to the department that did the outstanding job.

## THIS WEEK'S COLOR TV

### MONDAY (All Times E.D.T.)

6:30 A.M. (NBC) Continental Classroom (Monday-Friday)

11 A.M. (NBC) The Price Is Right (Monday-Friday)

12:30 P.M. (NBC) It Could Be You (Monday-Friday)

10 P.M. (NBC) Steve Allen

### TUESDAY

8:30 P.M. (NBC) Ford Startime

9:30 P.M. (NBC) Arthur Murray

### WEDNESDAY

8:30 P.M. (NBC) The Price Is Right

### THURSDAY

9:30 P.M. (NBC) Tenn. Ernie Ford

### FRIDAY

8:30 P.M. (NBC) Bell Telephone Hour (The Mikado)

9:30 P.M. (NBC) Masquerade Party

### SATURDAY

10 A.M. (NBC) Howdy Doody

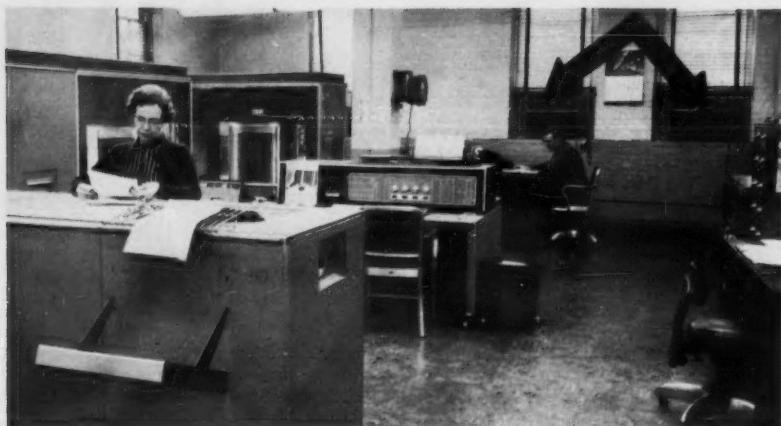
10:30 A.M. (NBC) Ruff & Reddy

7:30 P.M. (NBC) Bonanza

### SUNDAY

8 P.M. (NBC) Frances Langford

9 P.M. (NBC) Roy Rogers



**MAN AND MACHINE** beat the heat at General Electric's Central Parts Warehouse in Zanesville, Ohio. Room air conditioners (arrows) were installed two years ago to keep complex IBM machinery from overheating, breaking down.

## Down this Avenue You May Find Some Sales for Air Conditioners

Use of computers in manufacturing and warehousing operations is on the rise. And right here is an opportunity for selling more air conditioners.

**When temperature and humidity soar,** the computers quit. So a method of controlling temperature and humidity is a must when data processing machinery is installed. And a home air conditioner can do the job!

That's how General Electric solved its problem. When the company's

Central Parts Warehouse at Zanesville, Ohio, ordered a computer, the data processing department turned to the room air conditioner department in Louisville.

**THE RESULTS:** An order for eight one-horsepower Thinline window units.

With no engineering modifications, the eight standard room units have been doing the job as "computer-sitters" since January, 1958. And that list of business machines has grown to six.

## WORLD APPLIANCE NEWS

- Air conditioner manufacturers "Down Under" are turning out air conditioners twice as fast as they did last year.
- Austrian TV set production jumped 18,000 units for the year. And bigger screens are coming into vogue.
- A Polish manufacturer is in hot water with the government—though he more than met his production quota last year.

**MELBOURNE (McGraw-Hill World News)**—Australian room air conditioner output has jumped 227% in one year. Production is now running at a rate of 65,000 units per annum. And word within the trade has it that the rate will almost double during the next 12 months.

**MILAN**—Visitors flocking to the 38th International Samples Fair here saw a battery of Westinghouse appliances put through "torture" tests equivalent to years of heavy use. The tests were the same ones prototype models are put through on Westinghouse's assembly lines.

**VIENNA**—Austrian TV set production last year jumped from 54,000 units to 72,000 units. Radio output was up from 276,000 to 372,000. Some trends: Bigger screen sizes in TV and more portable sales in radio.

**VIENNA**—An Austrian manufacturer has come up with an anti-corrosion rod for electric water heaters that could mean the breakthrough for those products in this land of hard water. Up to now, there hasn't been much call for electric water heaters because "aggressive" waters caused fast and strong corrosion inside the tanks—in spite of fire-coating with zinc. But Austria Vereinigte Emailleur-

werke, Lampen- und Metallwarenfabriken A.G., Vienna, says its anti-corrosion rod, housed in an added chamber inside the tank, will keep the tank clear for up to 18 months.

**VIENNA**—A Polish manufacturer who tried to keep up with the quantitative end of his production quota without paying much attention to the qualitative angle is in trouble with the government. An investigation into the affairs of the Diora Radio Works, Dzierzonov, has shown that 84% of its most popular radio model shipments were unusable when delivered to customers. And 77% of the next most popular model units were faulty.

Most of the damages have been traced to insufficient packing and careless handling in transport. But a number of reports place the blame directly on the manufacturer and his suppliers, rather than on the companies that shipped the goods.

**VIENNA**—Every sixth Czechoslovakian family has a TV set, according to registration reports in January. At the end of that month, 559,000 TV receiving sets were registered, that means Czechoslovakia ranks fourth, and possibly third, among European countries vying to claim the highest number of sets.

## 'Make Love to the Dealer,' Norge Head Urges Utilities

**It's the only way gas men can keep their share of the market, Judson S. Sayre told a Southern Gas Assn. meeting today**

**"Compare this with electric ranges.** In 1959, 930,000 free-standing electric ranges were sold for a total retail value of \$241,800,000. This averages about \$260 per unit.

"How good was the selling of the glamorous gas ranges? Sure, it was impressive, at the national level, on 'Playhouse 90' and in the magazines. It sold the quality image, the beauty, the features and the cooking superiority to the viewers and readers and, I am sure, great hosts of them intended to replace their old 'clinkers' with one of these modern gems.

"But there is a well-known place paved with such buying intentions and I sometimes think that's where the selling comes from. Otherwise, how can we account for the average retail sales of a measly \$130 per unit in today's quality-conscious market?"

**Why such a "measly" showing?** "Because, as we know," Sayre said, "there is no national market place, there are only local market places.

"Each utility . . . (merchandising or non-merchandising) is the custodian of its own market place and what happens to the sales of gas products in its market place, happens to that utility and its future."

**"The stark reality which seems inescapable,"** he concluded, "is simply that the gas industry has been losing its share of the range market, despite the apparent progress which has been made by recent industry programs, product improvements and substantial advertising."

How important are range sales in the face of progress by other gas appliances? All-important, Sayre said emphatically.

"The cooking range is, and will remain, the anchor appliance in the kitchen, and, as such, the key to any future development of an all-gas kitchen."

**Sayre's challenge** to the utility men—and the whole gas industry: "You must, at the very least, hold the line on your present market position in range sales."

And that's not such an unglamorous challenge, he went on. Norge and the other manufacturers have modernized the gas range—"in many cases to the detriment of (the companies') profit structure"—so that it's competitive in today's market.

But how good was the selling job on these glamorous ranges at the consumer level? Taking Norge's Gold Star line's record as an example, Sayre cited these figures:

"In 1959, 1,723,000 free-standing ranges were sold for a total retail of \$220,635,000. This averages just under \$130 per unit."

### Mother's Day Campaign

For the first time, an industry-wide promotion is set for an overseas market. On Friday newspaper readers in Lima, Peru, and San Juan, Puerto Rico, will find a full page ad urging them to give a TV, radio or high fidelity set to Mom.

The foreign promotions committee of the Electronics Industries Assn. developed the two-week campaign.

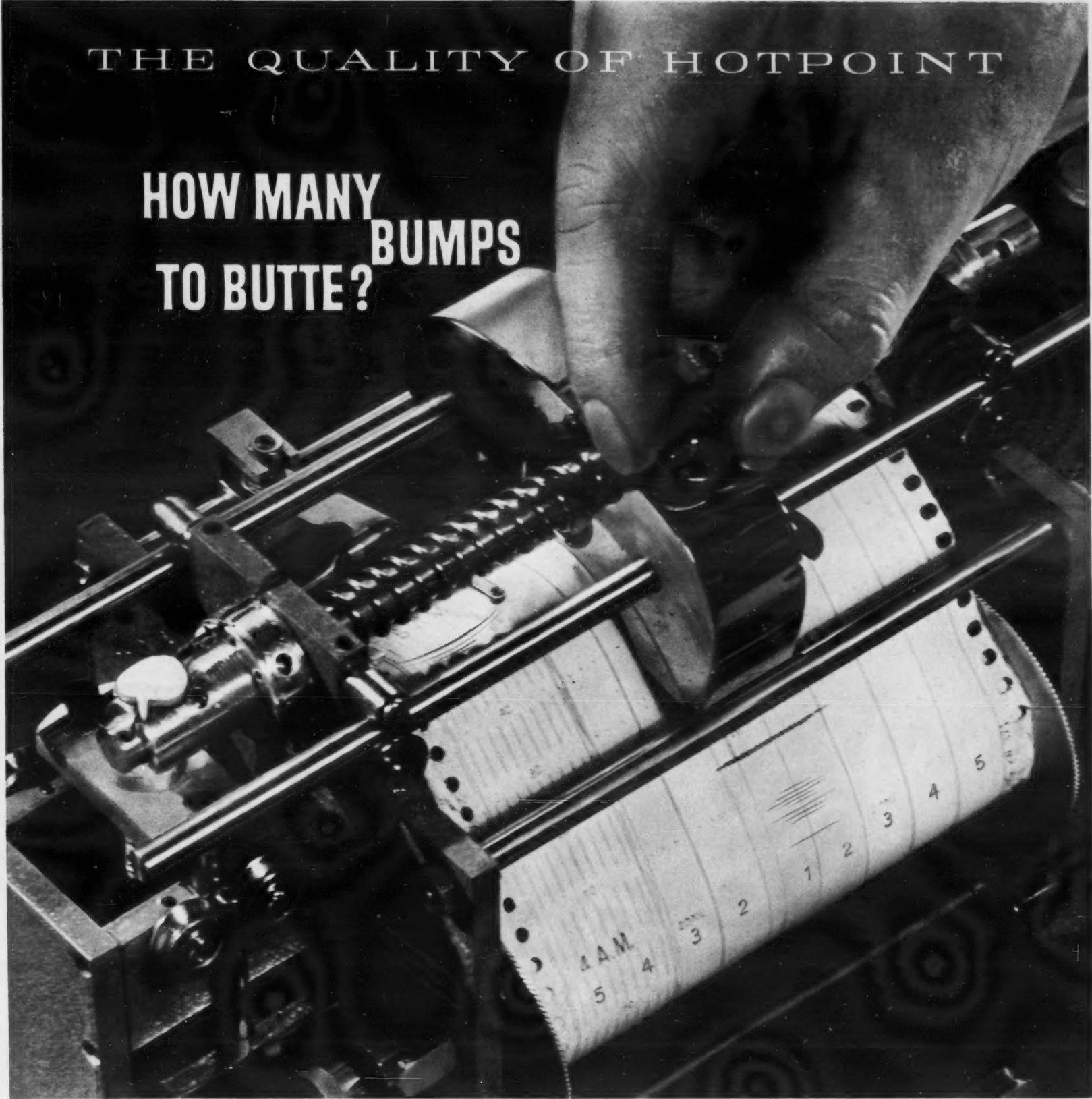
**Sayre's suggestions** were more than musings, rather theories that would "solve the problems of the gas industry." He offered proof that his suggestions would work. For example, Norge's gas dryer promotion, the "Milwaukee Plan," launched with the Milwaukee Gas Light Co., more than doubled its sales target of 2,000 dryers.

And a duplication of the campaign, sponsored by the Arkansas-Louisiana Gas Co., moved more than 5,000 dryers in six weeks—in an area where only 2,700 dryers were sold during all of 1959.

**"You have the success formula in your hands,"** Sayre told the gas men. It worked for gas dryers and "this kind of job is equally possible on every major product," he encouraged them. But the motivation must stem from the utility.

THE QUALITY OF HOTPOINT

# HOW MANY BUMPS TO BUTTE?



Ride Recorder shows both vertical and horizontal shocks appliances receive during shipment

Hotpoint quality control doesn't quit at the end of the assembly line . . . it continues right to your customer's door. To learn more about the knocks appliances receive in transit, Hotpoint uses a two-way ride recorder.

In freight cars, trucks, even airplanes, this sensitive instrument records the time and intensity of every bump that Hotpoint appliances receive throughout their entire journey.

With this information, Hotpoint engineers duplicate actual shipping conditions in three package testing labs. Result: better packaging, better loading, better routing, and better product design . . . all part of delivering quality products that perform better and last longer. Sell Hotpoint quality and you sell customer satisfaction.

Hotpoint Dealers' profit opportunities are greater than ever before . . .

If you're not a Hotpoint Dealer, you should be!

# Hotpoint

*A Division of General Electric Company, Chicago 44, Illinois*



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS  
DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

## AHLMA Convention Will Hear About Advertising and the FTC

What can laundry manufacturers do to prevent Federal Trade Commission crackdowns on their advertising?

Members of the American Home Laundry Manufacturers Assn. will be told of "Preventive Maintenance" by Sigurd Anderson, federal trade commissioner, when they meet this week at the palatial Diplomat in Hollywood-by-the-Sea, Fla.

Anderson's speech will be the feature of the Friday luncheon session of the three-day meeting which begins on Wednesday.

An officers' reception and supper

will follow registration on Wednesday evening. On Thursday, William Hullsiek, Kelvinator merchandising manager, will open the convention. H. B. Miller, vice president, manufacturing services, General Electric Co., will sound the "Quality in the 60's" keynote. Other speakers will be: On steel, J. G. Wikoff, manager, carbon steel products, Armco; V. C. Rice, vice president, manufacturing and engineering, Norge. On rubber, B. J. Ferkes, production manager, Firestone; Charles V. Gecan, manager, quality control and product inspection, Maytag. On controls, George McNeil, regional sales man-

ager, Controls Co. of America; H. E. Van Scyck, assistant chief engineer, Frigidaire. On finishes, C. O. Hutchinson, manager, industrial sales, Glidden; Glenn Evans, vice president, laundry appliance operations, Whirlpool.

Guenther Baumgart will give the president's report to open Friday's sessions. Speakers on the future of the industry in the 60's will be F. B. Gray, manager, Hotpoint sales section, consumer goods export department; Jack Sparks, vice president of RCA Whirlpool sales; Lemuel R. Boulware, vice president and consultant, General Electric; Parker Erickson, vice president and general manager, Easy, and H. L. Travis, AHLMA chairman, Kelvinator.

The convention will wind up with the formal awards dinner.

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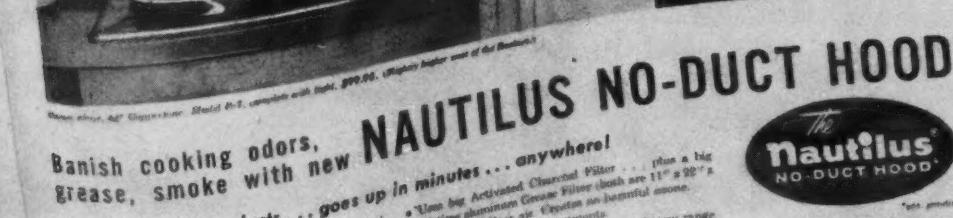
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### A THOUSAND APPLIANCE DEALERS BOUGHT 6000 NAUTILUS HOODS

...to be included in this full page LIFE ad. They're selling like hot cakes... and no wonder! Your customers know NAUTILUS best because it's the brand name hood... the only one consistently advertised in LIFE, BETTER HOMES & GARDENS, other leading consumer magazines, newspapers and TV. Tens of thousands of satisfied buyers prove that the NAUTILUS sells best because it works best. The NAUTILUS NO-DUCT HOOD is the HOT new high-profit appliance... and the market in your area hasn't been scratched!

ADVERTISED IN  
**LIFE**

This advertisement appeared in  
LIFE magazine, April 4.

Get the full profit story today!

EM-4

MAJOR INDUSTRIES, INC.

505 N. LaSalle St.

Chicago 10, Ill.

Please rush me full information on the fabulous NAUTILUS NO-DUCT HOOD.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

# NARDA Issues Strong Central Service Statement

CONTINUED FROM PAGE 2

Central service has been strengthened by expanding metropolitan areas, increasingly frequent model changes and technical advances. The statement contends that centralized service is a major competitive threat in increasingly large areas of the United States, challenging the ability of dealers to remain in the service business.

NARDA feels it has an obligation to members to emphasize this "threat," and to report on its spread as it occurs. NARDA wants to encourage members to study their service activities and policies. The aim: Where dealers choose to operate a service department themselves, it can be truly competitive with central service.

NARDA calls its position strong and realistic. It recognizes that manufacturers have the right to determine what, where, how and when to sell. NARDA "recognizes" that service is like a commodity.

**However, NARDA also emphasizes** that when manufacturers elect to sell a commodity, including service, direct to consumers, they do so in competition with their own dealers. Dealers must meet this competition to hold their position in the market place.

The association has backed its present stand with action, the statement says, naming the schools of service management as one example. Further plans are in committee to explore possibilities for advertising and promotional activities to help build the image of the servicing dealer. NARDA expressed willingness to cooperate

## Cory: Two New Twists For Two Old Tales

The "personal touch" and "quality selling" are two of the oldest saws in the attic. But by blowing the dust off them, Cory Corp., Chicago, has shown they're still plenty sharp.

**Backing up national advertising** with local personalities, Cory's 35 national territory managers are sending out postcards with their pictures on them.

No stiff mug shots these, either. The men are posing with "Miss Cory," the vivacious blonde currently featured in Cory's national ads.

Cory figures each time one of the managers sends out one of his cards, it will be an unspoken—and sometimes spoken—tie-in with its national campaign.

**Pushing fans from a "quality" angle,** Cory has a brochure that shouts: "Looking for cheap FANS?" on the outside.

The inside advises: "If you are, don't call Fresh'n'd-Aire. We don't sell the cheapest fans on the market . . . and we have no desire to do so."

Why has Cory taken this approach? "We don't believe that the appliance business gains in either prestige or in building consumer confidence when the entire emphasis suddenly goes to 'low buck selling' and away from quality and convenience features offered at legitimate and fair prices," a report from the company explained.

with the rest of the industry to combat such problems as the "unpopular image of the serviceman that is shared by far too many consumers today."

There is one area in the statement which requires clarification. NARDA used the words "identical trade channels" to define the right of "any" dealer to equal opportunity to service with "any other" dealer offered this opportunity.

"Identical trade channels" can mean the same distributor in the same marketing area, or it can mean the "normal" channels, regardless of geography. Questioned on this point, NARDA's Pinkstaff said, "It

was our intent to eliminate geography as a factor. We believe that a dealer in one trading area is entitled to the same service opportunities as a dealer in another trading area, or that a metropolitan dealer is entitled to the same chance at service that a small town dealer gets."

The executive committee, which met before the statement came out, is empowered to make policy formulations without carrying the question to the membership.

However, Pinkstaff said that the full committee is "100% behind the statement as it stands." Starting immediately, NARDA is surveying members to see what their service

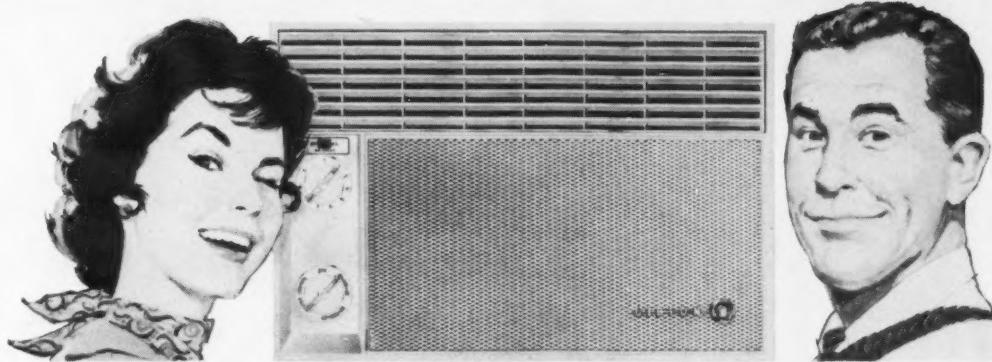
activity is like; what they would like done; and to ask them "point blank," in Pinkstaff's words, if they back the statement. The full membership will not be surveyed. "We'll hit at least a thousand dealers, though," Pinkstaff said.

Carefully, NARDA names no names in the statement on central service. Pinkstaff pointed out that this is the way an association ideally should talk. "However," he added, "those manufacturers who think this shoe fits them may wear it if they choose."

Obviously, the industry has not heard the last word from NARDA regarding centralized service.

22nd in a series  
of weekly Gibson  
messages to  
all appliance  
dealers

# AIR-SWEEP! THE ONE AIR CONDITIONER CUSTOMER-BENEFIT YOUR PROSPECTS CAN SEE AND UNDERSTAND



No other appliances look and operate so much alike as room air conditioners. Compressor, fan, grill, cabinet, B.T.U. rating — put them all together and they spell *sameless*.

Not so with Gibson's exclusive Air-Sweep! Here is the one sales feature you can demonstrate — a feature your prospects can understand.

**How does it work?** Behind the upper grill is a series of small, upright air-moving fins, silently, automatically powered by a rugged aircraft-type motor. Push the Air-Sweep switch — clean, cool air is wafted back and forth, across the room every 5 seconds.

Your prospects can see these fins in motion, see how they produce 30% more effective cooling, end drafts and hot spots.

**How do you demonstrate it?** Turn it on, your prospects can see Air-Sweep, they can also hear the Air-Sweep story by means of a startling new stereo demonstration record provided by Gibson. An actual audio presentation of Air-Sweep — the

voice and music on the record follow the air as it gently sweeps back and forth across the room. Play this record on any stereo equipment you feature — your customers will see and hear, and buy the exciting Air-Sweep feature. (Gives your stereo sales a nice boost too!)

**Extra Sales closers** 115 v plug-in, normally no special wiring required. Permacem filter kills over 99% of all air-borne germs trapped. Automatic Thermostat. Super-quiet 2-speed fan with blower wheel. 20% more coil and condenser area — compressor operates cooler, draws less wattage. Acoustical insulation assures whisper-quiet operation.

**Profit Protection** Air-Sweep is an exclusive patented Gibson feature — there isn't any other window unit like it on the market. No one can shop your price down because Air-Sweep is available only in a Gibson and only at your price! For high-gross, year around air conditioner business, sell the complete Gibson line.

**Gibson**

WANT TO HEAD FOR HAWAII BY JET IN '60?

get going... get

Gibson Refrigerator Division of HUPP Corporation, Greenville, Michigan.

# The Customer Sounds Off on Central Service

An exclusive EM Week survey showed consumers have some strong ideas about service and who should do it

Over half the consumers surveyed said they wanted the dealers who sold them an appliance to take care of the repairs and service on it.

**How did the survey work?** Louis Harris Associates, a nationally known research company, personally interviewed 781 consumers in Wisconsin. The question: "We want to ask you about services and repairs to your major appliances such as washer, dryer, range, refrigerator and the like. We do not mean radios or TV."

"If you had a choice, who would

you prefer to have service your major appliances from among these four: a service center operated by the manufacturer, the dealer who sold you the appliance, a local independent serviceman or the utility which provides the power to run the appliance."

**What were the findings?** As you read through the following tables, you'll see that consumers were pretty uniform in their answers. Their preference for dealer service didn't vary much—even when you break down the sample by income

group, occupation, sex or age. Here are the percentages and a short analysis of each table.

	Total	Upper	Middle	Lower
Central Service	10%	10%	10%	3%
Dealers	56	65	55	50
Local Serviceman	19	13	20	15
Utility	9	8	8	17
Other	2	2	2	6
Don't Know	4	2	5	9
	100%	100%	100%	100%

**Analysis:** The middle and lower income group percentages don't vary appreciably from the norm of 56%. But there are two trends worth noting: The upper income answer

is overwhelmingly in favor of dealer service. And there's quite a jump in the percentage of lower income answers saying that utilities should take care of service.

	Men		
	21-34	35-49	49 and over
Central Service	7%	11%	6%
Dealer	56	57	52
Local Serviceman	21	21	21
Utility	10	5	12
Other	4	2	3
Don't Know	2	4	6
	100%	100%	100%

	Women		
	21-34	35-49	49 and over
Central Service	19%	12%	4%
Dealer	54	60	57
Local Serviceman	16	15	19
Utility	8	7	12
Other	1	2	1
Don't Know	2	4	7
	100%	100%	100%

**Analysis:** There's not enough deviation from the norms shown in the table above to draw many conclusions. One possible one: Age and sex don't affect service much.

	Business- Professional	White Collar- Personal Service
Central Service	5%	17%
Dealer	62	55
Local Serviceman	17	14
Utility	8	8
Other	6	2
Don't Know	2	4
	100%	100%

	Labor	Farmer	Other
Central Service	12%	5%	7%
Dealer	56	60	50
Local Serviceman	15	28	20
Utility	10	5	12
Other	2	—	2
Don't Know	5	2	9
	100%	100%	100%

**Analysis:** Here, again, when you break the sample down—this time by occupation—you find that "dealer" is by far the most frequent answer, especially with the business-professional and farming groups. Central service gets the highest vote from the white collar and labor breakdown. One significant percentage variation: 28% of the farmers in the sample felt local independent servicemen were the ones to take care of their appliances.

## Motorola Expands Overseas Setup to Handle Exports

Since the first of this year the company has had Motorola International, S. A., a Switzerland-based corporation that takes care of licensing and manufacturing abroad. But last week Thomas P. Collier, president of Motorola's subsidiaries for international business, announced a new corporation, Motorola Overseas Corp., which is purely and simply in the direct export business—across the full range of Motorola products.

That means Motorola now has a full-grown overseas operation. And more important: It has all the resin in its own hands, except where it is a junior partner in a joint venture with a local foreign company.



Ed Lane has been selling Frigidaire appliances almost as long as he's been working on his golf score (low 80's). As manager of The Paris Company, Salt Lake City, Ed is exclusively Frigidaire. Here's one reason why:

## "I can always depend on Frigidaire"

*"For fifteen years they've treated me right. And that's worth a lot nowadays. Some people say this business gets rougher every year."*

*"But my Frigidaire division manager's attitude hasn't changed. And neither has the factory. They always stick to their word."*

A manufacturer's reputation really boils down to one wholesale salesman facing one dealer. Right there, we either win or lose. Our wholesale salesmen are solid citizens, every one. And they help build solid dealerships.

**FRIGIDAIRE**  
PRODUCT OF GENERAL MOTORS

# Hamilton DRYERAMA

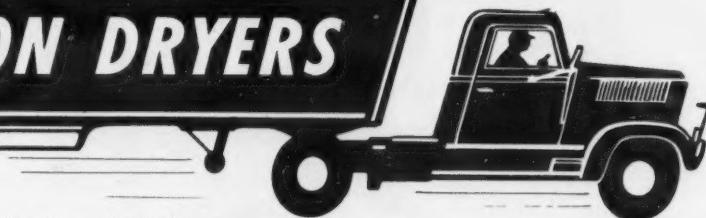
## IS MAKING HISTORY AND MONEY FOR HAMILTON DRYER DEALERS

Powerful "Factory to You" selling wrapped up in a low-cost promotion package. That's the story of the Hamilton Dryerama! • It's been pilot-tested and proved a top sales-builder. Now it's touring the country . . . ready to come to town and make your store "Dryer Headquarters." • Write now to be sure you're scheduled for the Hamilton Dryerama . . . Hamilton's big Golden Promotion opportunity for you!

**PARK THIS  
PROFIT-MAKER  
IN FRONT OF  
YOUR STORE**

*another truckload of*  
**HAMILTON DRYERS**

'OO'



For details—Mail Coupon Now!

**HAMILTON MFG. CO.**  
Sales Promotion Dept., Two Rivers, Wis.

RUSH ORDER: Send complete details (including Dryerama Promotion Kit) on how I can organize a Hamilton DRYERAMA GOLDEN PROFIT promotion for my store.

Buyer's Name.....

Store.....

Address.....

City..... Zone... State.....  
 We are Hamilton Dealers       We're interested

## *Hamilton* YOUR GOLDEN PROFIT LINE

**Here's the one  
Air Conditioner  
FILTER  
to stock!  
FITS ALL MAKES  
AND MODELS**

DIRTY, CLOGGED FILTERS CAUSE 80%  
OF AIR CONDITIONER FAILURES!

**NEW  
LIFE-TIME  
washable  
AIR CONDITIONER  
FILTER**

Fits All  
Makes and  
Models

Feel it!

- EASY TO IRON
- ENJOY CLEANER FRESHER AIR
- NON-ALLERGENIC
- BUILT-IN GERMICIDE WILL NOT WASH OUT.

ENJOY LIFETIME TROUBLE-FREE COMFORT...Now!

**Call your  
Philco Distributor  
today!**

Yes, Philco now brings you the Universal Air Conditioner Filter that solves all problems. No sizes to worry about. No messy spray needed when it's washed. New built-in germicide will not wash out. No metal or glass particles to harm the hands. It will sell on sight...order now from your Philco Distributor.

**PHILCO**  
Famous for Quality the World Over



*Inside, the DJ's Sweated It Out . . .*

EACH WAS BETTING on himself to stay awake the longest in the unusual Admiral "Wake-a-Thon" staged in Atlanta by Knapp Television Laboratories and radio station WAKE. The 24-hour station's five disc jockeys took turns broadcasting from the store window while people registered guesses on when they would drop off to sleep. For the best guesser: a TV set. For the winning DJ: a Miami trip.



*Outside, a Crowd and an Ambulance Waited...*

AS THE HOURS DRAGGED, the disc jockeys dragged, too. After 85 hours without sleep, Larry Bright was declared the winning disc jockey and store partners Jim Knapp and Doyle Fleming staggered home to sleep. The off-beat promotion drew crowds all day and half the night, created sales around the clock.

## Gas Box Will Bow in April

At Whirlpool's annual meeting in Chicago, Elisha Gray II, board chairman, was both enthusiastic and informative about the company's products.

He pegged the long-awaited gas refrigerator's bow at retail as "the end of April" in Chicago, by mid-year throughout the nation. Gray called the new unit a "crackerjack," said it was competitive "in every respect" with electric refrigerators of like featuring.

While on the subject of gas, Gray also bowed toward the company's gas range, which should be in the corporate black by the end of the year. And he credited the gas utilities with strong support toward making this sales showing.

Whirlpool is still backordered on dishwashers, and the showing over the past few months has been

strong enough that Gray feels the "jump" may be at hand. He noted that the dishwasher had been around a long time, but sales had yet to zoom. This time, he implied, they might.

Among the new things "being watched with interest" by Whirlpool, Gray listed the company's remote-controlled air conditioner and its automatic coin-operated dry cleaner, to be out by late 1960—a considerable update from predictions made by Whirlpool at earlier showings this year.

On first quarter sales, Gray said factory shipments were up 10%, but both unit prices and profits were down. He expected the industry to move up about 5% for the year, but said he hoped "that Whirlpool sales gains will be somewhat better than that."



A DEALER SALESMAN says

## 'Be on the Lookout For These Chiselers'

When the first chiseling customer began to appear, it was not hard to mark him. You would give him the price and he would fix a fishy eye on you and demand, "How much off?" as simple as that.

Nowadays, it is a little more complex. The chiselers have multiplied greatly. They have developed unique and special chisel pitches of their own.

To assist my fellow laborers in the appliance vineyard to identify the particular species of chiseler he may be facing at the moment, I have compiled a catalog of chiselers complete with their opening pitches which I herewith present:

**The Philanthropist:** "I could give the order across the street, but first I'm gonna give you the chance to

meet the price." (It takes you maybe 10 seconds to find out the price he is giving you the opportunity of meeting is five dollars below cost.)

**The Auctioneer** (an offshoot of the Philanthropist): "Before we get started, I'm gonna be on the level with you. Whoever gives me the best price—he gets my order."

**The Devoted Son:** "Look, I don't care if this box is the cheapest one you got. You still gotta give me more off. I'm buying it for my mother." (This type is particularly prevalent at two times of the year—Mother's Day and Christmas.)

**The Landlord:** Same pitch as Devoted Son—only substitute the word tenant for mother, unless the landlord is buying it for his mother.

**The Social Worker:** "Ya gotta slash this TV to the bone. Afta all, I'm buying it for the boys at the Saturday Night Beer & Hashish Club, and we can't afford more than \$95 for a color set."

**The Tycoon:** "Look, you can knock another 75 bucks off the price. I know from the "Wall Street Journal" that business is bad now for you guys." (He picked up the Journal from an empty chair in the barber shop where he clips hair.)

**The Civil Servant:** "C'mon you can do better for me. I work for the government." (So what—who does he think we're all working for?)

**The Manufacturer's Employee:** "I can get a set for cost where I work—but I don't want to bother." (What he actually means is that he wouldn't take his own make on a silver platter—but he thinks you should give him someone else's brand for cost.)

**The Solid Citizen:** "O. K.—now how much off for cash? (What does this guy think they pay off in—bottle caps?)

**ABOUT THE AUTHOR**—For reasons which become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares with you here once a month.

### CAN YOU USE?

"How to make more money by Specialty Selling" presents tested selling techniques from men who earn \$25,000 and more a year. And it offers a six-step program for any salesman who's interested in bigger earnings—and who isn't? Suggestions will also appeal to the veteran salesman who wants to be sure he's in step with the 60's. Price: \$5.95. Write: Industrial and Business Book Information Service, McGraw-Hill Book Co., 327 W. 41st, New York 36, N. Y.

**Rotary lawn mower parts kit** contains a supply of 28 commonly needed replacements; for instance, blades, hubs, keys, shear pins, nuts, bolts, washers and so forth. They'll fit most makes and sizes of mowers, according to the manufacturer, The Great Lakes Tractor Co. For information write to Great Lakes at 510 Hanna Building, Cleveland 15.

**The builder division** of The Lau Blower Co. is offering two free pieces of literature. An eight-page booklet covers the company's line of attic fans, wall vanities, range hoods, the "Centrl-Vent" and a number of accessories. A companion six-page folder gives more details of the "Centrl-Vent." To order them, write the builder division of The Lau Blower Co. at 2027 Home Ave., Dayton 7, Ohio.

**Kitchen-Aire hood display** that will hold five styles at once is available to distributors at no cost. Dimensions: 38x29 inches. Write: Stewart Industries, Inc., 320 East St. Joseph St., Indianapolis 2.

**Chrysler Airtemp** has six new spec sheets and folders outlining the division's products, including its economy room air conditioner.



**NATIONAL TV EXPOSURE!** Your potential customers will be seeing ACCO's DYNA-PAC Deluxe Rotaries on NBC-TV's "The Price is Right" Show throughout the month of April—right at the time when it'll do

*you the most good! Be sure you take full advantage of this added sales opportunity. Check now to see that you have a full stock of the full line of ACCO Power Mowers... and display them prominently!*

# NOW! ACCO GIVES YOU ALL THIS!

*Remember—ACCO gives you national TV exposure / Plus full-margin prices / Plus selective distribution / Plus guaranteed quality / Plus award-winning designs / Plus nationwide service / Plus a single source of supply for all types of mowers!*

ACCO—  
The complete power mower line that's specially designed for appliance dealers!



ACCO Outboard Mower



Dyna-Pak Aluminum Rotaries



Steel Deck Rotaries



Power Reels



Gang Mowers



Hand Mowers



ACCO POWER PRODUCTS DIVISION • AMERICAN CHAIN & CABLE COMPANY, INC.  
Exeter, Pa., Bridgeport, Conn. Export Dept.: 230 Park Avenue, New York, N.Y., U.S.A.

# NEW SPECIAL GAS RANGE

Top-model features at lowest price ever!

**Fully-illuminated control panel**

**Clock and interval timer**

**Appliance outlet**

**Chrome top**

**Illuminated Balanced-Heat matchless oven**

**Heat-proof oven window**

**Removable doors on oven and drawer broiler**

**Radiant-heat removable broiler**

**Burner with a Brain**

**Portable thermostatically-controlled griddle**

**Aluminum Dispos-A-Bowls\***

**Modern architectural styling**

**Waist-high storage compartment**

**Roomy utensil storage drawer**

G1-363 (HI-LO burners)  
G1-3633 (Center Simmer burners)

Your family will love our family of home appliances

Join up!...it's easier to sell  
RCA WHIRLPOOL than sell against it!

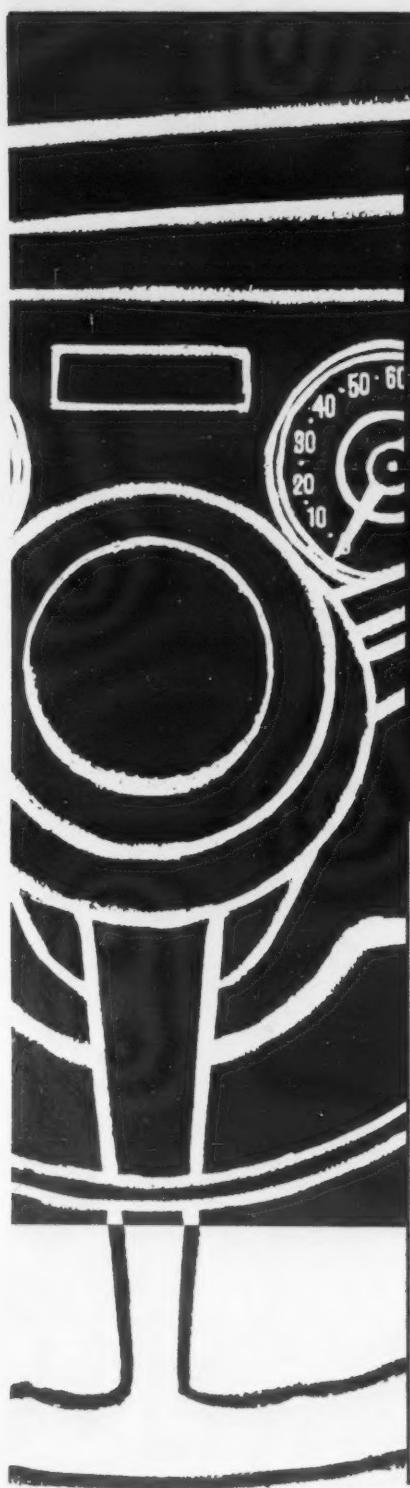
\*Tmks.

The RCA logo is located next to the Whirlpool brand name.

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan



# NEW! FM CAR MOTOROLA



The first practical  
FM Car Radio

*A completely separate compact  
unit designed to fit most  
any 12-volt car . . . operates  
independently of AM radio*

Millions of FM lovers would like to have FM for their cars. The same wonderful programs, the same clear reception they now enjoy at home.

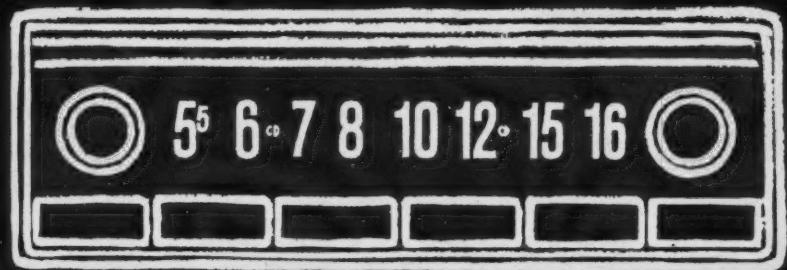
Now, you've got it to sell in Motorola's exclusive FM-only Car Radio. This self-contained FM set (it's not a slave unit) packs 15 watts of peak power—5 times the audio output of ordinary radios. A range of 50 to 15,000 cps provides the realism of authentic high fidelity.

It installs in just minutes into most any 12-volt car. Fits right under the dash without disturbing the present radio. Will even operate on the car's present AM antenna.

Plan to look and listen to this first really sensible approach to FM in a car radio.

# RADIO BY

Opens a vast new  
profitable market that's  
waiting to be sold



Model FM900 Suggested retail price \$125.00\* plus installation.



# MOTOROLA

For over 30 years, the traditional leader in quality car radios

## 20 MINUTES!

That's all it'll take for us to prove to you that you can make money in car radios . . . and without headaches. We've got the answer to inventory, obsolescence, and service problems.

**MOTOROLA**  
CAR RADIOS with  
*Golden Transistor Circuit*

FROM \$39.95

QUICK, EASY INSTALLATION!  
DESIGNED TO FIT MOST  
CARS TRUCKS BOATS SPORT CARS

ASK FOR A DEMONSTRATION

New FM for Your Car!  
HEAR SUPER HI-FIDELITY WHILE YOU DRIVE

Creating a New World of Listening Pleasure

BETTER SENSITIVITY MORE RELIABILITY

MOTOROLA Golden Voice M

MORE POWER BETTER TONE

for over 30 years traditional leaders in car radios

Sell Motorola car radios in only 4½ sq. ft. of floor space

Use this full-line installation display to demonstrate and sell Motorola® Car Radios in only 4½ square foot of floor space. Or use the single-unit FM-only display for the FM model.

\*PRICE AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.


# SUN

**THE "FORGOTTEN FACTOR" IN AIR**

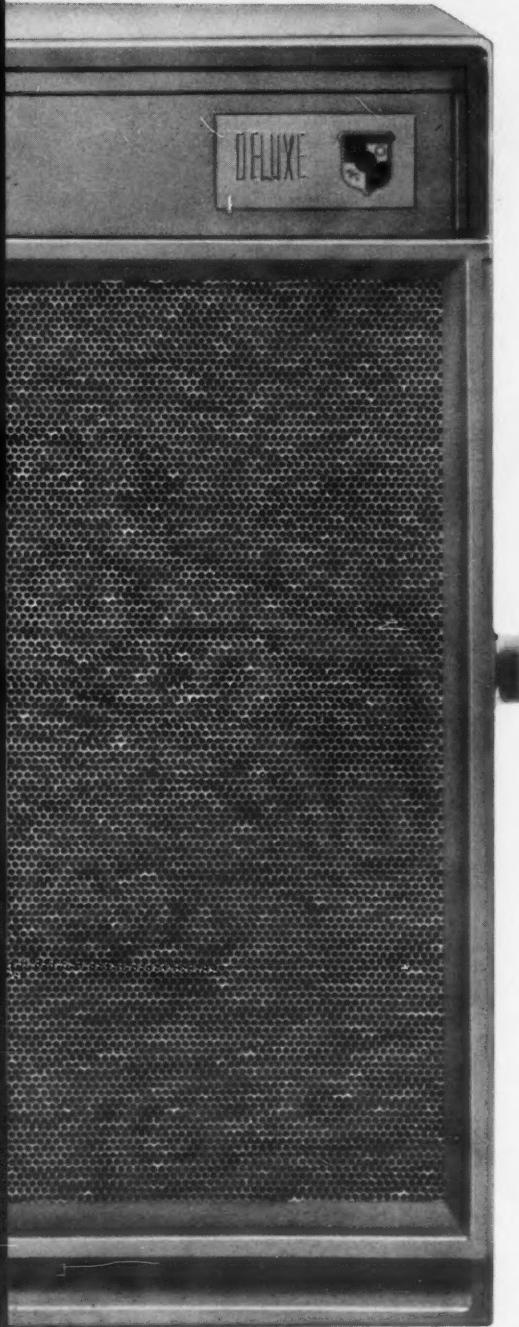
**7,000 to 19,000 BTU's - plus cooling power a-plenty when**



# LOAD

## CONDITIONING...THAT FEDDERS REMEMBERED

**you need it most**



**Engineered to cool effectively when it's 115 degrees out in the sun (where air conditioners operate)**

**Why Fedders Builds its air conditioners to operate when it's 20 degrees hotter than the temperature at which BTU's are measured.**

- Something new in appliance merchandising — a practical, meaningful standard for measuring the performance of any air conditioner. One that customers will understand.
- "Sun Load" is the actual operating condition that air conditioners face where and when cooling's needed most — outside a window in the sunlight on any summer day. That's where heat radiated by sun-baked walls boosts operating temperatures far above those reported by the Weather Bureau (which measures temperatures in the shade). Sun Loads of 115 degrees are not uncommon when the Weather Bureau reports temperatures in the nineties.
- Few air conditioners are built to cope with "Sun Load" . . . engineers just seem to "forget" it. In competitive tests of air conditioners with similar BTU ratings, most makes turned off at 115 degrees to prevent permanent damage from overheating . . . while a Fedders pulled indoor temperatures down, held them down. Obviously, BTU's measured at 95°, give no assurance of cooling under Sun Load conditions.
- That's why every Fedders Air Conditioner is engineered . . . manufactured . . . tested to cool effectively at 115 degrees — at actual Sun Load conditions.
- You won't be able to forget about Sun Load. Fedders dealers will be talking about it in newspaper ads . . . window displays . . . store promotions. You'd better be prepared to do something about it. Best thing — call your Fedders distributor. Now — while you can still buy your Fedders Air Conditioners at pre-tax prices.

**FEDDERS**  
world's largest-selling AIR CONDITIONER

# NEVER



**TOP TO BOTTOM**, Norge frees you of the whole mess of defrosting. No more scraping out a snowed-in freezer. No more frost-locked frozen food packages.

This new Norge absolutely never frosts—never in the fresh-food section, *never in the freezer*. You will forget the word "defrosting"! SWING 'N SERVE shelves swing way out, to put *all* foods at your fingertips. MORE FREEZER SPACE—extra zero-cold capacity for storing and quick-freezing. Norge has every useful modern feature that makes a Never Frost refrigerator-freezer so worth buying today.



## NORGE NEVER FROST

REFRIGERATOR - FREEZER

Distributed in Canada by Moffats, Ltd., Weston, Ontario

# FROST!

## *A Triumph of NORGE/BORG-WARNER Research*

Norge dealers are proudly showing the new refrigerator-freezer that has solved the basic problems in frostless foodkeeping. NEVER FROST, thoroughly tested and proved by the combined research facilities of Norge and Borg-Warner, is 1960's most advanced refrigeration appliance. The following superiorities stand out:

### LOWEST DEHYDRATION

Foods stay moist and fresh longer. NEVER FROST operates with 50 per cent less air circulation than comparable frostless makes.

### COLDER FREEZER TEMPS

Longer, safer keeping of frozen foods. The NEVER FROST separate freezer maintains appreciably colder temperatures than competitive makes.

### PRICED COMPETITIVELY

With swing 'n serve shelves, refrigerated meat-keeper, ice server, and 148-lb. frozen food capacity, NEVER FROST is priced to deliver an easy and profitable sale.

*You can step out in '60 with the news-making  
Norge line of refrigerators—the complete line with  
all of today's most wanted new features*



#### **NORGE SALES INCENTIVE— STOCK PROGRAM**

Be sure, as a Norge Dealer, that you know all the facts on the extraordinary 2nd Quarter Norge Sales Incentive—Stock Program everyone is talking about. Your Norge Distributor can supply further details.

#### **NORGE**

**ALWAYS THE EASIEST...  
NOW THE MOST  
REWARDING SALE ON  
THE RETAIL FLOOR**

Norge Sales Corp., division of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54  
In Canada: Moffats, Ltd., Weston, Ontario. Export Sales: Borg-Warner International, Chicago 3

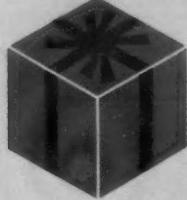
Now EM Week goes to Market with you. When you head for the Summer and Winter Markets, the Housewares Shows, the Music Show and others—fear not! You'll find EM Week handily on hand in strategically located dispensers (free, too). Grab yours. Reading time: one cup of morning coffee . . . and you've been briefed by a dozen advance scouts. What's new and where. How to get there and when. How to tour, eat, rest and survive. EM Week *knows* the Markets, and tells all. And that's why (in Market weeks, too) **every Monday the Pros read**

ELECTRICAL  
**MERCHANDISING WEEK**



**Before you look at the ads  
on the next three pages...**

BETTER LIVING • BETTER GIVING



## FILL OUT THIS COUPON

Here's how U.S. Steel's Housewares and Home Furnishings Program will pre-sell your customers on merchandise made of steel. Take advantage of this national advertising and tie in for greater profits. *Better Homes & Gardens* ads (next 3 pages) in full color will be seen by millions of readers. Subject: housewares and home furnishings of steel. Two *Saturday Evening Post* spreads, in full color, will feature products of steel for outdoor living and gift giving. *United States Steel Hour* commercials and *I Love Lucy* commercials will tell millions of TV viewers about housewares and home furnishings of steel. The STEELMARK, featured in all U.S. Steel advertising in this program, identifies products made of steel. People will be looking for it on your merchandise.

**Tie in: Send for your free Dealer Kit.**



**United States Steel**

TRADEMARK



**United States Steel**  
Room 6002, 525 William Penn Place  
Pittsburgh 30, Pa.

*Please rush me my free Better Living-Better Giving merchandising kit.*

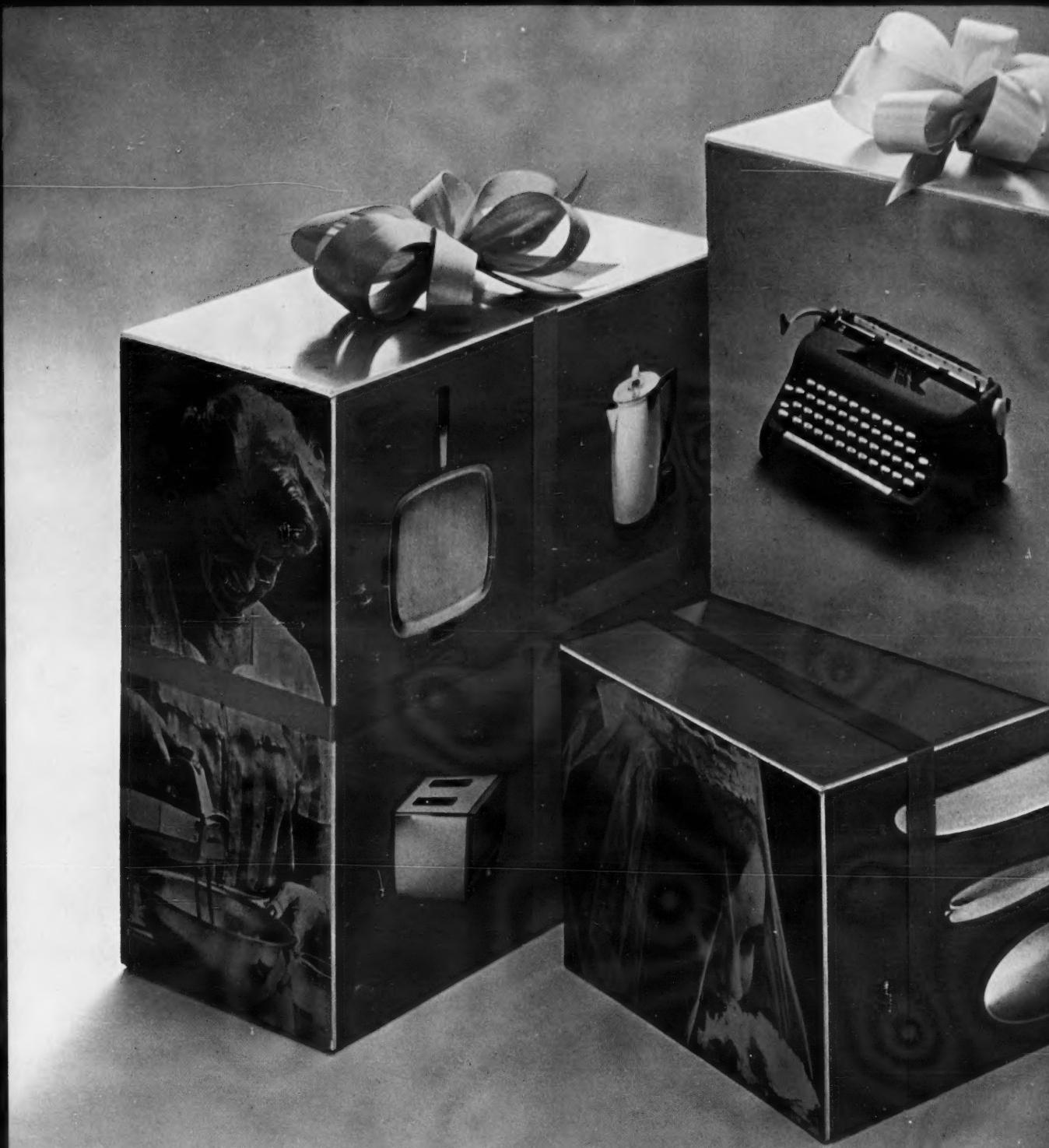
Name \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



Steel is for better living, better giving

This advertisement appears in the May issue of Better Homes & Gardens



There's something specially thoughtful about a gift of steel: You give more than smart good looks, you give the *lastingness* of steel. Your best wishes stay bright longer because steel is so colorful, stylish and durable. It's a good time of year for giving gifts... Mother's Day, Father's Day, June weddings and graduations. So give the present with a bright future—a stylish gift of steel.

**USS** United States Steel  
TRADEMARK



The STEELMARK on this tag tells  
you a product is made of steel. Look for it when you buy.

## Steel is for outdoor living



There's circus excitement in steel playground equipment. Delicious delight



in cookouts on steel barbecue equipment. Holiday relaxation



on sleek-lined steel lawn furniture. Pride in tailoring the lawn with hardy



steel tools. And steel keeps outdoor living fun because steel lasts.



United States Steel

The STEELMARK on this tag tells you a product is made of steel. Look for it when you buy.



This advertisement appears in the April issue of Better Homes & Gardens

# BETTER HOME MERCHANDISING

## PROMOTION: Let's Give A Party . . . . .

If you're in an unusual market where the routine promotion does not pull, check out Ray Faiola's approach. His store, Park TV, is located in Larchmont, a high income suburb in New York's posh Westchester County. His customers are prime prospects for color TV. His problems are twofold: How to expose his customers to color? How to get them to buy locally instead of the New York City discount prices? He whipped both. Store parties have never pulled, so Faiola ran a catered affair.

**THE PLACE:** Near Faiola's store is a restaurant-supper club patronized by the type of customer Ray wanted to expose to color. His customers would normally hold out-of-home

parties there; luncheons and receptions were held in the private club upstairs.

**THE TIME:** Faiola contracted for three waiters, a captain and a bartender on a night that NBC slated a topnotch colorcast. For this party, he came up with the smash Broadway hit "Kiss Me Kate." He selected 200 names from his customer files and mailed engraved invitations with RSVP cards one week before the show. To help insure attendance, he got on the phone and called 50 of the original group, telling Mr. A that Mr. B was coming, etc. The 90-minute show started at 9. Faiola opened the bar at 8 and waiters served hard liquor until 11. By show time, 70 people had arrived, registering

for a door prize on the way in. The room was decorated with balloon and streamer clusters. Six color consoles were on the bandstand.

**THE PITCH:** Before the show Faiola gave a welcoming speech and a short pitch on the color set. During the show he toured tables. The sell was extremely soft.

**THE RESULTS:** Reception was superb; the show was great. Faiola feels that the production alone helped convince four people who bought that evening. In the next few Christmas weeks Faiola sold 20 more color sets, about eight of which were traceable to show attendance. Faiola's tab for the evening: \$250.

## POINT OF SALE TECHNIQUE: Let The Appliance Talk . . . . .

Let the home appliance sell itself. That's part of Larry Whaley's approach. Manager of a shopping center store for Gamble's in Denver, Whaley dreamed up the "talking appliance" gimmick about five years ago to focus attention on majors.

**THE SETUP:** Whaley's tools are simple. He takes a six-volt automobile battery, a 78-rpm high fidelity record player or tape recorder, a flasher button adapted from the tail light warning system of a transport truck, about 30 feet of wire and display space near the checkstand at the front of the store.

In the Denver store, Whaley has set up a 10-

cubic-foot refrigerator with the door open a few feet from the checkcounter. Mounted inside and clamped to the top shelf is a six-inch red flasher powered by a battery. A flasher controlled unit, soldered into one half of the battery loop, shuts the current on and off at two second intervals.

The flashing red light, Whaley found, attracts shoppers and brings each close enough to read a printed sign in the refrigerator which calls attention to a switch mounted on the shelf below. Usually the customer takes the sign's advice and snaps the switch "to learn more."

**THE MESSAGE:** When the customer flicks

the switch, a phonograph concealed some distance away is energized and immediately the refrigerator begins telling its own sales story. In a two-minute message the refrigerator calls attention to its top selling features. The message ends with an invitation to the customer to ask about credit terms and home demonstration.

**RESULTS:** Whaley doesn't claim that the message directly sells major appliances in the \$250 to \$350 bracket. It does, however, pave the way for his sales staff. And Whaley has found that customers will listen patiently to the recording. As a result they are thoroughly briefed before a salesman steps in.

## PROMOTION: Once A Year Day . . . . .

The conviction that few people have enough time free to shop for major appliances these days led to a successful stunt at the North Central Appliance Co. in Phoenix, Ariz.

The Herold brothers, Dave and Jim, cooked up a 12-hour annual sale conducted each Labor Day. Figuring that few people make much use of the holiday for trips or other time consuming events, the brothers decided to make it worth while to go shopping on Labor Day.

**ATTRACTS:** Besides offering the convenience of shopping on a day off, the Herold brothers decided on a solid premium offer as an extra incentive and invited the public to "spend an extra dollar for an extra appliance."

Offered at a dollar with the purchase of a 12-cubic-foot, two-door refrigerator-freezer were an automatic washer, single-oven range,

portable dishwasher or a 24-inch TV set. The four premium units, all the same brand as the basic refrigerator-freezer, offered at its standard list price, were the result of distributor cooperation.

**ADVERTISING:** Preparing for the sale, the brothers ran eight 3-column by 14-inch newspaper ads. The final ad put heavy emphasis on the no down payment and broad credit plans.

**SALES:** When opening time rolled around Labor Day morning, customers were standing at the store's entrance and more were sitting in cars. Before the clock had ticked off 60 minutes, more than 50 customers were in the store. By noon, the store was packed to capacity and the brothers put in a rush call for extra personnel to the distributor who sent over three more

men to help take care of the eager customers.

The final figures showed that 201 appliances had been sold in 12 hours, 15% for cash. At least three-fourths of the customers signing delivery orders said it was the convenience of shopping on Labor Day which had attracted them as much as the premium offer. Repeating the program once since the original version, the brothers feel "this is a good thing which can easily be overdone." So they are limiting it to a once-a-year-day. "Psychologically," explained Dave Herold, "Labor Day is the ideal time to stage a stunt like this. It's one holiday which means little more than a day off to the average person.

"We feel that if we were to do the same thing on the 4th of July or Thanksgiving, or other holidays, the results would not be nearly so good."

## PROMOTION: Talks Turkey To Consumers . . . . .

Tasty turkey sandwiches spice all promotions Paul Pehrson runs at his two hardware stores in Salt Lake City, Utah. Pehrson initiated his turkey gambit just a few years ago, and now serves up 3,000 sandwiches each year.

**COME TO EAT, STAY TO BUY:** "Nothing actually sells small electric cooking appliances better than a turkey sandwich," explains Pehrson. "We cook the turkey in a roaster, and toast the bread in a toaster, which the customer can buy in our shop. So the customer—finding the sandwich good—gets curious, and becomes really attentive to the appliances themselves."

During each promotion, Pehrson features "leader prices" on five or six appliances in newspaper advertisements which also invite the public to "Come in and have a turkey

sandwich with us." Now that Pehrson's six to eight promotions each year have become so well established, the programs are drawing more heavily than ever.

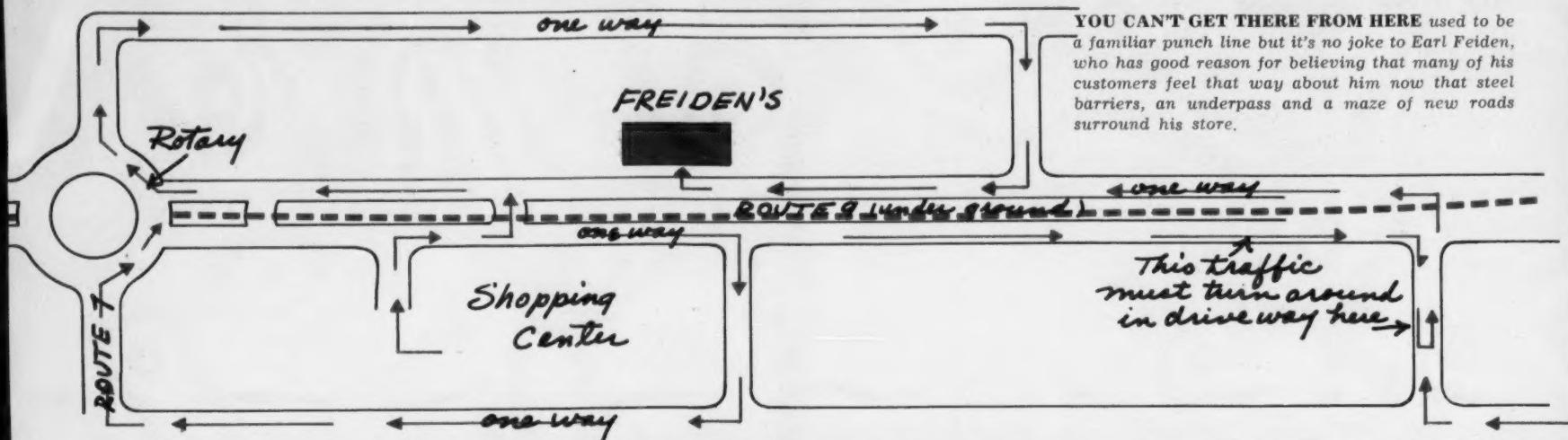
**SALES RISE IN ALL DEPARTMENTS:** "Few people who come in for a snack fail to buy two or three items," Pehrson asserts. "And builders' hardware and paint departments profit every bit as much as the housewares department." During one week-long pre-Thanksgiving promotion, 106 appliances were sold from the electrical housewares department, including everything from roasters to waffle irons.

During the same period, Pehrson gave away 2,700 sandwiches (a record). Pehrson pointed out that despite the fact attention is focused on electric hardware, a remarkable number of

people remember some other item they need in the home when one of the turkey promotions is on. With mayonnaise and crisp lettuce, a turkey sandwich is no turkey at promotion time at Pehrson's.

**EM WEEK WANTS TO HEAR** about the ideas you've used to advantage in your merchandising efforts. Is there a promotional gimmick that has pulled in more than the usual amount of traffic. Has an unique ad produced more sales for you? What about the contests you've run? The editors want to know about them. And to make it worthwhile for you to drop us a line and tell us about it, EM Week will pay \$15 for each idea we use on this page.

Address your letter to Managing Editor, EM Week, 330 West 42nd St., New York 36, N. Y.



# He Does \$300,000 in a Store You Can't Get To

By JOHN A. RICHARDS

**Two years ago Earl Feiden had a choice highway location. Now it's almost inaccessible. But he's making money at the same spot because of his reputation for service and fair dealing.**

Two years ago Feiden had a fine highway location in Latham, N.Y. It sat athwart Route 9, about fifteen minutes north out of Albany. Feeder roads from Schenectady, Troy, Cohoes and other smaller communities fed into Latham Corners. The highway was alive with business.

Suddenly an army of jackhammers, caterpillar tractors, bulldozers and dump trucks turned the area into bedlam. For over a year, mud, dust and din choked business, and all but the most intrepid shopper wearied of the interference. Dirt was piled so high in front of the store, you couldn't see the windows.

**When the builders moved on, Feiden found he had lost parking space and was almost isolated. High steel rails had been installed down the**

center of the highway. And also down the center of the highway was a great chasm which carried Route 9 into an underpass through Latham Corners. To be sure, the state had built a variety of access roads, rotaries and crossovers. Northbound traffic could still turn off into Feiden's . . . but customers from any other direction needed an Eagle Scout to find their way into Feiden's.

Anyone else might have thrown up his hands and moved away. But Earl Feiden stuck and is doing \$300,000 a year in a location nobody can find but his customers. He holds them with old-fashioned store personality. Here are some of the reasons he can do it.

**Service is a religion with Feiden. "If you don't**

think service is worth \$20 more than elsewhere," he will tell a customer, "then you better go elsewhere."

He doesn't deliver this speech as an ultimatum. He drawls it, smiling impishly at the astounded customer. He'll usually add quietly: "Maybe we'll get you on the next go-round."

His kind of service is same-day treatment. He has five men and three trucks operating over a 25-mile radius. Except for one man who is strictly TV, his technicians handle both TV and white goods service calls. When necessary they double in making delivery calls. Charges are uniform for both categories: \$4 for the first half hour; \$3.50 on top of that. His hours are 9 a.m. to 9 p.m., but his service staff is off at 5:30 p.m.



## Here's How Feiden Fought Back and Kept His Customers

**MASS DISPLAY** plays an important part in creating an air of success to impress shoppers. Two sons, including Earl Jr. (left), work with Feiden in running the store.



**ONE-DAY SERVICE** is a powerful lure which Feiden exploits fully. He will handle service on only the products he sells, however, and his reputation for repair work has been enough to maintain his sales volume.



**FIRST PRICE IS THE LAST PRICE** at Feiden's. The store won't haggle and won't try to match downtown Albany prices. But good trade-in allowances have helped to make store competitive.

"We're still operating on the philosophy that it's our obligation to see that the products we sell are operating properly. That's why my customers will fight mud, dust and that crazy network of roads to find my place. Those who get tangled up outside trying to cross Route 9 inevitably discover the back road approach."

Feiden feels this obligation only in regard to merchandise bought at his store. Unless the customer is a newcomer, and is thus shut off from his normal source of service, Feiden won't service any merchandise bought elsewhere.

Feiden carries a \$5,000 parts inventory, some \$3,000 of this in TV tubes alone. He accepts the fact that he can't operate on a C.O.D. basis, and counts this sort of collection as about 25% of his service business. He also acknowledges that it's tough to make money on service, and is content to break even.

"Nevertheless," he maintains, "it helps sales. And in the last analysis, it's the only thing an independent dealer has left."

**At Feiden's, the first price is the last price.** This former iceman, who switched to sell refrigerators when he saw those electrical marvels dooming his business many years ago, has made fair dealing another pillar of his business.

He doesn't mean giving customers his shirt.

"Some dealers in the Capitol District are working on \$10 over cost," he claims. "A dealer today can't give service and exist unless he gets at least \$50 on a unit."

If prospects don't like the prices he considers fair, Feiden lets them walk. But he feels that by relating trade-ins to every sale, he's giving customers excellent value and reliable service. On refrigerators, for instance, such allowances run from \$25 to \$100; on TV, from \$25 to \$70.

Everything depends on the year and model, both of the trade and the new unit it's applied toward.

"About 75% of our sales involve trade-ins," says Feiden. "We fix and resell about 50% of the trades—more in the case of refrigerators. But our theory is to try to get back the dollars we've allowed on the original sale."

**Feiden's has the look of a mass merchant.** He has a 60x80-foot store, with parking for up to 20 cars. He keeps about \$35,000 worth of inventory on the floor at all times. An alcove room serves as his TV and hi-fi-stereo center. In peak months, like November and December, this room may be filled with 50 TV sets. By April and May this dips to about 20. At that time washers, ranges and air conditioners are being stocked in depth. Then fully half of the TV salon may be turned over to the display of automatic washers or other seasonally strong items.

"We don't count on mass traffic," says Feiden, "but depend on repeats. I'd say 65 to 70% of my business is with repeat customers who are sold on our service and fair treatment. That doesn't make me blind to opportunities, though. We've got a tremendous highway sign. It's visible over a wide area, and highway and shopping center traffic can see it plainly. We figure there are people who patronize the shopping center across the way who eventually will notice us."

**Feiden has what borders on a cracker-barrel approach to advertising.** "The best advertising is TV advertising," he observes. "But that's too expensive for the average dealer. So is radio advertising. I get a lot of mileage out of simple yardsticks."

Feiden's not talking about ordinary yard-

sticks, which snap at the slightest pressure. He gives away solid ones that cost about \$180 per 1,000. They're varnished and are thick enough so they won't break, "even if used to give one of the kids a good hiding." The important thing, Feiden points out, is that they hang in many kitchens so that Earl Feiden's name hits people between the eyes every time they reach over, take them off the hook and use them.

He puts just as much faith in social and recreational activities, such as bowling. Feiden himself bowls in a 30-man league. His wife bowls with a 30-woman group. And local Feiden-sponsored teams wear bowling shirts with his name on them; have carried the name in competitions to Syracuse, Rochester, Binghamton, Buffalo and even to Miami. He has two sons with him in the business, and the older, Earl Jr., at 35, has been president of the local Chamber of Commerce for two successive years. Feiden feels this sort of community activity is worth every second because of "intangible goodwill" which stems from it.

Feiden's formal ad budget follows a somewhat erratic course. One year it shot up as high as \$18,000. Last year he estimates he spent about \$6,000. This year he figures to increase this by about 10%, primarily to maintain continuity once a week in such newspapers as the "Albany Times Union," "Knickerbocker News" and the "Troy Record." The pattern of his advertising zigzags a little, not because he doesn't believe in advertising, but because he feels he has, over the years, discovered more fundamental ways of cementing customer goodwill.

"I still say service and sound personal contacts have made my business what it is. And what else has an independent dealer got to offer—and to push—today?"



ONLY  
MAGAZINES  
OFFER  
ADVERTISERS  
ALL THE  
ADVANTAGES  
OF COLOR

**"THE BETTER  
YOUR PRODUCT LOOKS,  
THE BETTER IT SELLS"  
NO WONDER MAGAZINE  
HOUSEHOLDS BUY MORE**

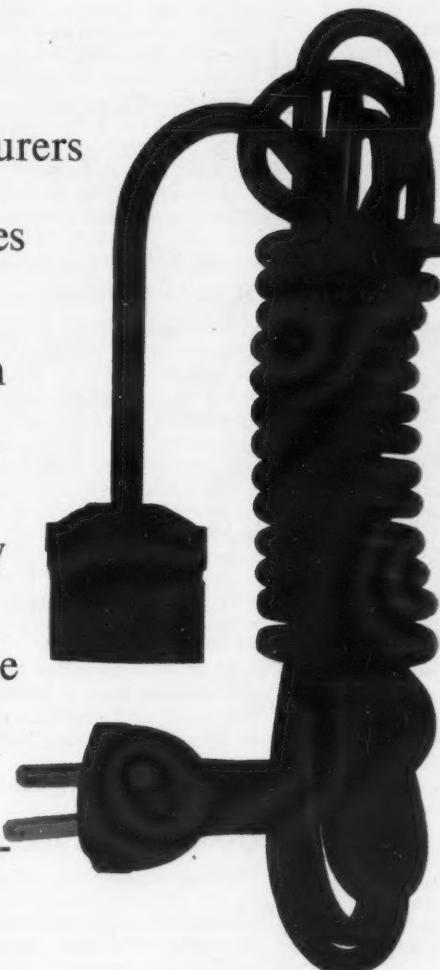
No medium colors the thinking of America so indelibly as magazines. And in no other medium does a sales message register so deeply on people's minds.

But more and more advertisers are proving that the addition of color means the multiplication of sales impact. That's why one in every three pages of magazine advertising is a four-color page... and nearly half of all magazine advertising pages are in two or more colors.

Color's "multiplication of impact" is particularly true in the appliance field. Today, with more and more electrical appliance manufacturers using color in their products for extra sales appeal, it makes more sense than ever to use magazine color. For only in magazine color pages, with their unique excellence of reproduction on high quality paper, can you faithfully display your product in every colorful detail!

And what can equal magazine color's power to stir the imagination... where but in magazines can you get that cool-lagoon blue or warm-as-toast yellow that can give prospects an inkling of what your air-conditioner or electric heater feels like?

No doubt about it, add magazine color and you accelerate buying action among the kind of customers that can afford to—and do—spend more on what you sell. For example:



## **Households with heavier exposure to magazines own 21% more electric shavers than households with heavier exposure to television !**

In addition, households more heavily exposed to magazines own 18% more room air conditioners... 14% more power lawn mowers... 45% more clothes dryers... 87% more electric dishwashers!

Figures like these—with facts like the magazine values listed below—tell you why magazine advertising makes a Profitable Difference to advertisers of electrical appliances.

Ask the advertising representative of any magazine, or MAB, for the just-published report, "A Study of the Magazine Market." The Magazine Advertising Bureau of MPA, 444 Madison Ave., N. Y. 22, N. Y.

### **Only magazines give advertisers all these Profitable Differences:**

**1 Market Selectivity 2 Permanence 3 Color 4 Impact  
5 Authority 6 Pace-setting Influence 7 Editorial Environment  
8 Regional Flexibility 9 National Coverage**

**Magazines...For The Profitable Difference**

# NEW PRODUCTS

## FEATURES THIS WEEK

Gibson freezerless refrigerator • Frigidaire and G-E added air conditioner features • fans by Fresh'nd-Aire, R&M-Hunter and Dominion • Dumont 19-in. TV set • Emerson stereo-TV • Mathes Center



### GIBSON Adds Second Market Master

New version of the "Market Master" freezerless refrigerator, G-148 F01, for

freezer-owning families, has been added to Gibson's 1960 line. Features include 2 full-width, adjustable shelves, a slide-out shelf and a regular shelf; two 15-qt. sliding porcelain crispers; an 11-lb. sliding porcelain meat chest and a 12-lb. zero deg. freezerette that holds 2 ice cube trays, ½ gal. ice cream and a week's supply of frozen juice. The inner door panel has full-width butter and cheese compartment, 3 adjustable aluminum door racks and 2 deep door shelves.

Utilizes Gibson's conditioned air refrigeration system of constant air circulation with no frost formation and no defrost water. Has 2-tone blue interior with gold trim; triple-baked white hylux exterior with diamond embossing; capacity 14.34 cu. ft.

**Price, "under \$300."** **Gibson Refrigerator Div. Hupp Corp., Greenville, Mich.**

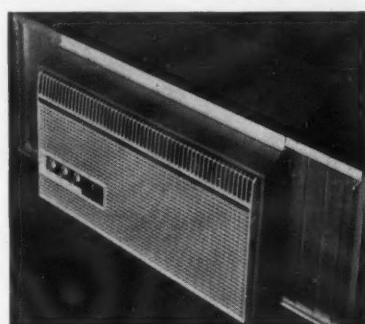
### GENERAL ELECTRIC "Easy Mount" Kit

An "Easy Mount" kit with which one man can install a room air conditioner using only a screwdriver and a pair of scissors is announced by G-E.

The all-aluminum kit, RAK-15, can be used on any of the "low" Thinline models. In addition 2 new window units (RE140 and RE151) will have this kit completely assembled and attached to the cabinet.

The installation kit features aluminum side panels which slide out to fit in sash track. Four screws complete installation.

As an added convenience, the "Easy Mount" assembly is designed to position the air conditioner front in the center of the window so that draperies fall naturally at either side of unit, and can be completely closed.



If customer chooses to move the air conditioner to another window, sill brackets can remain in place and the window may still be closed. **General Electric's Room Air Conditioner Dept., Louisville, Ky.**

### ROTO-BROIL Rotisserie-Oven-Broilers

Two rotisseries, Eldorado and Fleetwood, are announced by Roto-Broil.

Both have 2 built-in Calrod tubular elements: top element for broiling and roasting; bottom element, thermo-

ROTO-BROIL ELDORADO



statically and pushbutton controlled, for baking; 110-220 v for this and foreign countries. **Roto-Broil Corp. of America, 32-14 Northern Blvd., Long Island City 1, N. Y.**

ROTO-BROIL FLEETWOOD



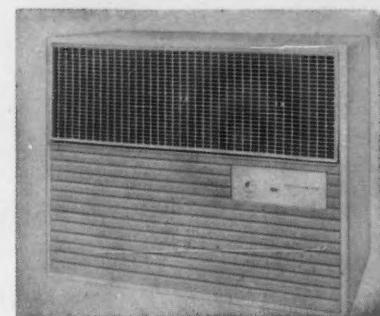
### FRIGIDAIRE Air Conditioner

A new budget-class 115-v room air conditioner, Super 100L, of shallow-depth design, with 6,000 Btus of cooling capacity, is announced by Frigidaire.

Simplicity of operation and flexibility of application are featured. A single dial controls cooling; operates on 115 v; draws 7½ amps.

Only 15½ in. deep, 20½ in. high and 25 in. wide, it can be mounted in any regular window, above or below, completely inside or outside the room. It also can be installed in casement windows.

Powered by Frigidaire's sealed self-oiling compressor, the Super Meter-Miser, which is scientifically balanced with a unique high-capacity Dehumidifier-coil, a smooth economical per-



formance is assured.

The conditioner is equipped with a fibrous glass air filter which effectively traps dirt, dust, lint and pollens. This filter is easy to remove from the front of the cabinet. Air is circulated at the rate of 275 cfm.

**Price, \$219.95. Frigidaire Div., General Motors Corp., Dayton 1, Ohio.**

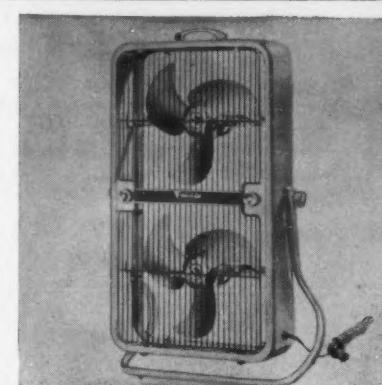
### FRESH'ND-AIRE Air Circulator

Fresh'nd-aire has announced the addition of a new twin 12-in. Stratocooler fan, SC209, to its line.

The new fan combines the advantages of a twin casement window fan with a portable floor-type all-purpose unit.

It comes mounted on a tubular steel swivel base for use as a 2-zone all-purpose portable fan. It is designed so that it can then be easily removed from the base and used as a casement or regular window fan for double-hung windows.

The unit has 2 separate 12-in. blades each designed to operate at 2 speeds. A built-in automatic thermostat is provided for automatic operation when fan is used in window. It offers not only maximum flexibility of use,



but because of the 2-blade, 2-motor construction it provides efficient overall draft-free room circulation.

**Price, \$59.95. Fresh'nd-aire Co., Div. Cory Corp., 3200 W. Peterson Ave., Chicago 45.**

### R & M-Hunter Vestibule Fan

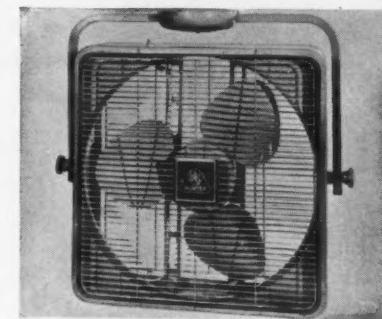
A new vestibule fan, designed as suitable for use as a "fly" fan to repel insects, as well as for spot cooling, is being announced by the Hunter Div. of Robbins & Myers, Inc.

Designed for ceiling or wall mounting, the new vestibule fan features 2-speed, super-quiet operation as well as modern styling. It is suitable for any commercial or industrial application as well.

As an efficient spot cooler, the fan features deep-pitched, 20-in. blades with a certified air delivery rating of up to 5500 cfm.

When it is mounted inside or outside an open door, or under a canopy, this vestibule fan will create a curtain of air movement that will repel flies and other insects.

It will effectively handle a doorway



up to 40 in. wide, with dual installations recommended for wider door openings.

Complete information is available from the manufacturer, **Hunter Div. Robbins & Myers, Inc., 2500 Frisco, Memphis 14, Tenn.**

### DOMINION 1960 Fans

Dominion's 1960 line includes 9 models in portable window ventilators, all-purpose and oscillating units.

No. 2075, a deluxe 20-in. portable window fan is electrically reversible with pushbuttons for "high" and "low" cooling.

No. 2067, an economy 20-in. portable window fan has 2-speed cooling.

No. 2068, a deluxe 20-in. fan on a roll-about stand has fingertip mounting that allows fan to be rotated a full 360 degs., and raised on stand from 32 to 48 in. above floor.

No. 2057, a deluxe 20-in. window ventilator has 2-speed electrically reversible motor.

The floor, wall and table fans include a 10- and a 12-in. model, with safety clutch to prevent burnout if oscillating motion is blocked. Tilt ad-

justment converts each fan into a wall model.

Three all-purpose fans to round out line include a 16-in. custom, a deluxe and an economy model.

**Prices, from \$14.95 to \$49.95. Dominion Electric Corp., Mansfield, O.**



# NEVER BEFORE

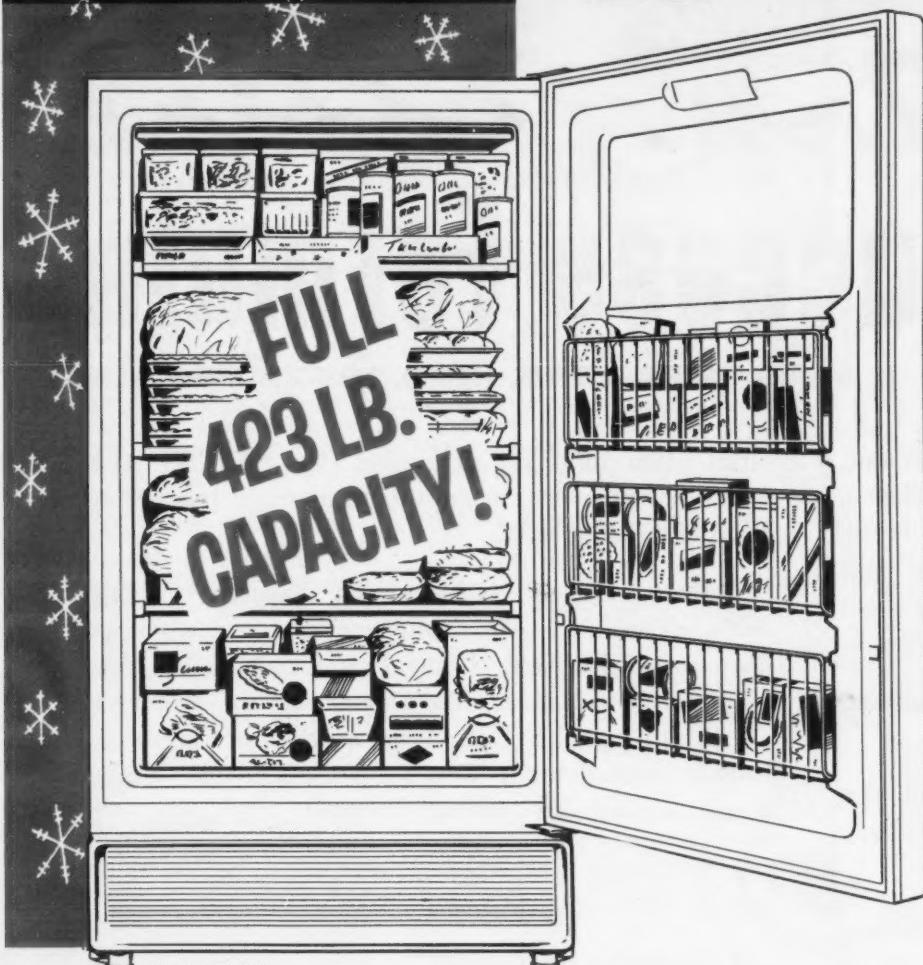
a full 12 cubic foot  
genuine Hotpoint quality

## FREEZER

you can sell  
for as low as...

\$ **199.95**

**12.1 cu. ft.  
NET CAPACITY**



Model FL12A



HOTPOINT DEALERS' PROFIT OPPORTUNITIES ARE GREATER THAN EVER BEFORE  
...IF YOU'RE NOT A HOTPOINT DEALER, YOU SHOULD BE!

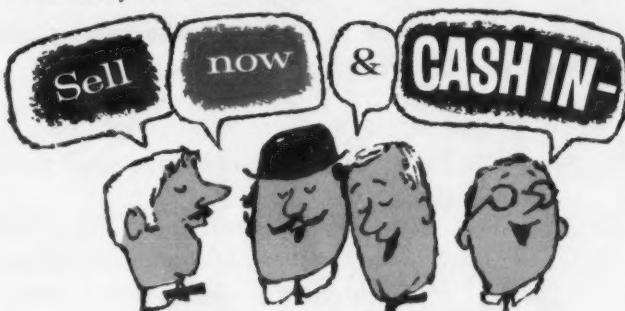
Just one of many low, low  
prices you can feature  
during the colossal

**Hotpoint**

## 55<sup>TH</sup> ANNIVERSARY FREEZER BREAKTHRU

Now, for the first time ever, you can offer genuine Hotpoint quality at such tremendous savings! A full 12.1 cubic foot net capacity (NEMA)... 423 lb. storage capacity... every shelf a fast-freezing shelf... convenient door storage... famous Magna-Seal door... a really great value!

And, for the big 55th Anniversary celebration, Hotpoint's entire line of quality freezers is specially priced — a total of seven upright and chest models, in sizes to fill every customer's need.



EVEN BIGGER PROFIT OPPORTUNITIES  
WITH THE HOTPOINT BREAKTHRU BONUS!

In addition to new, low prices, your Hotpoint Distributor is also offering extra incentives. Find out how you can qualify today!

# Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS  
DISPOSALS\* • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING



Which brand of  
portable air coolers  
should you sell?

READ THIS

# TravelAire® "Success Formula"

First in sales 1954, 1955, 1956, 1957, 1958, 1959

When you're "sold" from all sides, day in and day out, with claims and counterclaims—it's a good idea to clear the air and examine the facts. Particularly, with the tremendous growth and acceptance of portable air coolers by the public—you want to let clear reasoning be your guide.

Let's look at key reasons behind the success of the TravelAire "Success Formula":

- The most complete volume-building line on the market! Six market-planned models, all priced for easy step-up selling.
- TravelAire dealers and distributors make highest profits! Profit structure and pricing policies enable retailers to make more than on other coolers that are footballed.
- TravelAire stretches your selling season with two "multi-purpose" appliances: Cool-r-Purifier (a combination room cooler and air purifier with 18-inch germi-

cidal ultraviolet lamp) . . . and Cool-r-Heater (the personal cooler with a built-in heater and humidifier for cold weather use).

- First with more bonus selling features! Corobex self-purifying filters in all models. Rust-proofed, vinyl coated steel cabinets. "Duotrol" water shut-off valves. Water-level indicators. Multi-speed motors. Exclusive air diffusing grilles. Extra large air cooling capacities. Built-in thermostat in Model 1060. Accessory stands, timers and activated carbon filters.

- The most complete and colorful array of sales aids in the industry!

- Now's the time to ACT! Get ready BEFORE the hot weather arrives!

#### METALAIRE PRODUCTS DIVISION

McGRAW-EDISON COMPANY  
560 S. 15th Street • Phoenix, Arizona  
Manufacturer's suggested retail prices shown below.



*The Leadership Line... outsells every portable cooler line every year!*



Budget-priced leader!



Deluxe personal cooler!



Cooler-Heater-Humidifier!



Deluxe room cooler!



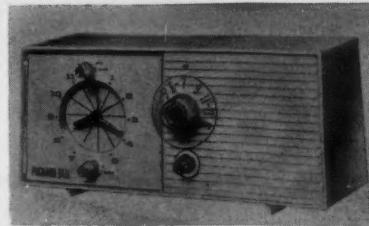
New germ-killing cooler!



Automatic room cooler!

**MATHES Music Center**

A low-priced multi-channel stereo home music center announced by Mathes has 4 matched hi-fi speakers with cross-over network, AM and FM with provisions for multiplexing, stereo hi-fi with 48-in. separation; 4-speed changer which plays monaural and stereo records; hi-fi amplifier with negative feedback; mahogany cabinet. Price, \$199.95. Curtis Mathes Mfg. Co., Dallas, Texas.

**PACKARD BELL Clock Radio**

The 4RC-2, newest addition to Packard Bell's clock radio line, comes in ebony, chalk, nomad or golden tan. Superhet AM radio chassis has built-in antenna. An automatic sleep-switch turns set off; automatic clock can be set to awaken to music. Price, \$24.95 ebony; others \$26.95. Packard Bell Electronics, 12333 W. Olympic Blvd., Los Angeles 64.

**EMERSON Stereo-TV**

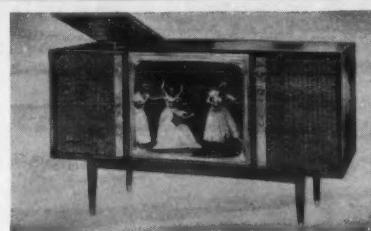
Emerson Radio announces 8 23-in. self-contained stereo-TV combinations with lo-boy cabinets, bonded-shield tube, 282-sq.-in. viewing area.

All the new models contain Emerson's Super-Power TV chassis with 3-stage high-gain IF amplification system; automatic 4-speed stereo record changer; dual-channel amplifier; dual, matched 4-speaker stereo sound.

Two models (1538 series) have an AM radio, and two (1534 series) have a stereo AM/FM radio that receives AM or FM programs separately or AM/FM simulcasts.

Lo-boy cabinets designed to give optimum stereo hi-fi performance, each model available in a choice of genuine limed oak, mahogany or walnut hardwood veneers.

Series 1536, self-contained 3-way



stereo TV-phono, features an automatic 4-speed changer; dual-channel hi-fi amplifier; dual 4-speaker sound system. Series 1538, 4-way stereo TV-phonoradio combination, the same plus a powerful AM radio. Series 1532, 3-way unit; and 1534, a 6-way stereo TV-AM/FM phonoradio.

Prices, from \$328 for 1536 in mahogany to \$488 for 1534 in limed oak or walnut. Emerson Radio & Phono Corp., Jersey City 2, N. J.

**PACO Speaker System**

A 2-way semi-kit speaker system with cabinet factory-built and finished is announced by Paco.

The integrated system incorporates a special-design 10-in. Jensen long-exursion woofer and a horn-loaded compression tweeter.

Cabinet is acoustically crafted of  $\frac{3}{4}$ -in. furniture-grade plywood, all joints securely fastened and glued. Examination of low-frequency re-



sponse is achieved through a pre-tuned, tube-loaded port. Overall response with lifelike presence from 45 cps to 14 kc. Adjustable control at rear permits balancing the output to match room acoustics.

Model L2 system, designed to permit effective use with hi-fi amplifiers including lower power types has 8 ohms impedance. Cabinet has a universal decor grille to blend with traditional or modern furniture; enclosure finished on 4 sides for vertical or horizontal (bookshelf) use;  $23\frac{1}{2} \times 13\frac{1}{2} \times 12$  in., it is ideal for smallest rooms especially when used in pairs for stereo. Kit L2, smooth-sanded on all 4 sides ready to finish or in walnut finish.

Price, L2-U (unfinished) \$59.95; L2-W (walnut finish), \$69.95. Paco Electronics Co., Inc., 70-31 84th St., Glendale 27, Long Island, N.Y.

**DUMONT TV Set**

Dumont Emerson introduces the Decolette series "Nineteener," a table TV with the new "squared" 19-in. picture tube in an authentically styled genuine hardwood cabinet designed to blend with modern and contemporary interiors.

Picture tube provides 162-sq.-in. viewing area and reproduces the full picture as transmitted.

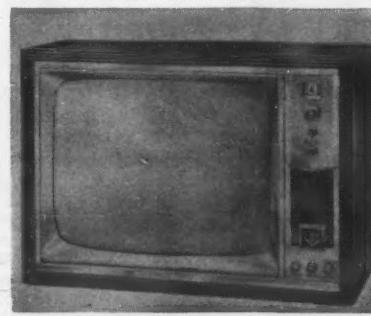
Other features include a transformer-powered chassis with Du Mont Perma-Tune; advanced pulsed AGC; fringe lock control and front-projected speaker system.

It is housed in an acoustically designed custom crafted cabinet  $22\frac{1}{4}$  in. wide,  $10\frac{1}{4}$  in. deep and 16 in. high. The hardwood cabinets are certified by the American Mahogany, Walnut and Fine Hardwoods Assn., and are

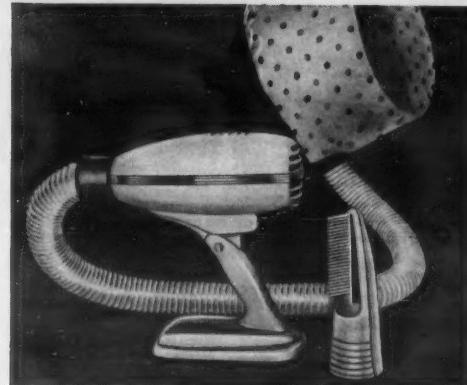
available in hand rubbed, satin finishes in mahogany, walnut or limed oak.

Set is also available for UHF-VHF at slightly higher cost.

Prices, mahogany, \$198; walnut and limed oak, \$208. Dumont Emerson Corp., Div. Emerson Radio & Phono Corp., Jersey City 2, N. J.



# NEW IDEAS MAKE THE DIFFERENCE IN RONSON PRODUCTS



Another first from Ronson!

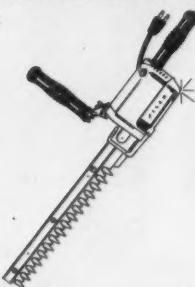
New! Hood 'n' Comb Hair Dryer. Only hairdryer with unique comb-dryer attachment that blows warm air right through the comb. Hood, comb, hose, dryer...a complete home hairdressing salon...the biggest package on the market. Available in pink or blue. Suggested retail: \$19.95.

**RONSON**

One year free service on  
all Ronson products. 77  
national service outlets.  
Ronson Corp., Woodbridge, N. J.

## THIS BRAND OPENS NEW FRONTIERS FOR PROFIT!

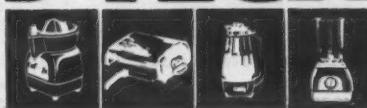
### ELECTRICITY DOES THE WORK FOR MORE SALES AND PROFIT



Takes the time and effort out of shaping and trimming hedges...to put dollars in your pocket! Perfect for evergreens, bushes, shrubs. Tool steel cutting teeth stay sharp longer. Lightweight and easy to use. Easy to sell, too! AC-DC, UL Approved. Model 2815.....Retail \$29.95

specialize in profits with  
Silex appliance specialties

**SILEX**



The Proctor-Silex Corporation  
Philadelphia — Chicago — Canada

## I'M GOIN' GOLFING



**Blackstone  
WASHER & DRYER**

**ALPINE  
HOLIDAY**

You can go too... winning is  
easy... but hurry... Contest  
closes July 15th... See your  
Blackstone Distributor... or  
write Blackstone Corp.,  
Allen St., Jamestown, N. Y.

# **YORK Jams Stores With HOT Prospects**



**2 Dynamic New Promotions Will Provide The Maximum  
Exposure For Sizzling '60 Line of York Room Air Conditioners**

# **YORK** "Caravan of Values"

**TIES IN DEALER STORES WITH BIGGEST  
NATIONAL AD CAMPAIGN IN YORK HISTORY!**



Millions will see York's powerful national advertising with its dramatic desert theme that accents the misery of summer heat. Now here's your chance to cash in on that spadework with a completely packaged tie-in promotion.

comes complete with big 1200 line newspaper ad, window poster, special "Caravan" price tags, mats, and temperature-humidity gauges which can be given free to all persons coming in for a demonstration.

*York Puts More Into Every Unit, So You Get More Out of It*

**YORK**  
YORK CORP., SUBSIDIARY OF BORG-WARNER CORP.  
GRANTLEY ROAD, YORK, PENNSYLVANIA



**BORG-WARNER**  
**RESEARCH & ENGINEERING**  
**MAKE IT BETTER**

# **YORK**

## **Diamond Anniversary**

**Sale** GIVES YOU EVERY ELEMENT  
FOR STAGING A REAL  
PRE-SEASON SPECTACULAR!



This one packs a double-barreled wallop! Greatest air conditioning buys ever offered...plus a chance to draw for a \$500.00 diamond ring.

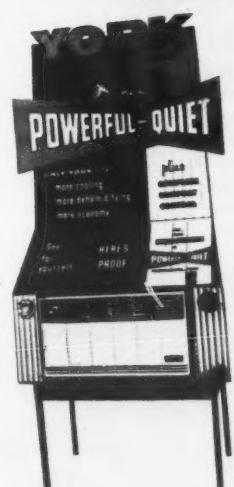
**Complete package includes 1000 line newspaper ad, posters, bowl of 200 simulated rings, registration blanks, and mats.**

**NOTE:** Your York Distributor will supply details for acquisition of genuine diamond ring.

## **DEMONSTRATION CENTER PAYS OFF STORE TRAFFIC!**

Spells out York product superiority feature by feature! Proves every claim! Powerful assist for any salesman!

**SEE YOUR YORK DISTRIBUTOR TODAY!**



**YORK** YORK CORP., SUBSIDIARY OF BORG-WARNER CORP.  
GRANTLEY ROAD, YORK, PENNSYLVANIA **BW** DIVISION RESEARCH & ENGINEERING  
MAKE IT BETTER SEE YOUR YORK DISTRIBUTOR TODAY!  
Air Conditioning, Heating, Refrigeration and Ice-Making Equipment • Products for Home, Commercial and Industrial Installations

## PEOPLE in the NEWS

William Siegel  
of SchickThomas Kirby  
of AirtempLaurence Kabins  
of John OsterW. B. Clemmens  
of G-EKenneth Schultz  
Heat Controller

**General Electric Co.**—William B. Clemmens has been named marketing manager of the company's radio receiver department effective May 1.

**John Oster Manufacturing Co.**—Laurence J. Kabins has been appointed director of advertising and sales promotion. He will be responsible for advertising and sales in all divisions.

**Heat Controller, Inc.**—Kenneth O. Schultz has been appointed sales manager of the dehumidifiers and central air conditioner departments.

**Waste King Corp.**—Regional, divisional and district personnel for the company's national marketing organization have been announced:

Eastern region—Division sales managers: Frank Isabelle, New England; Walter Young, metropolitan New York; Richard Conley, Pennsylvania, Delaware, New Jersey; William O'Connell, western New York. District sales coordinators: Richard Belliveau, Hartford; William M. Roberts, Philadelphia.

Central region—Division sales

managers: Albert Bradtke, Michigan; Thomas L. Schwesinger, northern Ohio; George Dalton, southern Ohio, Indiana, Kentucky; Paul Williams, Pennsylvania, West Virginia. District coordinator for consumer relations: Laona Scott.

Chicago region—Regional advertising and promotional manager: Andrew Bavas. Division sales managers: Harold Jalass, apartment construction; Thomas Mulcahy, jobber-distributor.

Midwestern region—Division sales managers: William Pierson, northern Illinois, Wisconsin, upper Michigan; Paul Shell, Kansas, Missouri, southern Illinois; Wesley Van Gender, Iowa, Nebraska, Minnesota, the Dakotas.

Southeastern region—Division sales manager: George Chinsley, Florida.

Southwestern region—Regional sales manager: James Marcus Jr. Division sales managers: George Porteck, Texas; Jerome Berkowitz, Rocky Mountain area, Oklahoma, Texas Panhandle.

Western region—Consumer relations supervisor: Mrs. Elaine Bla-

cher. Sales administrator: William Peak. Division sales managers: George Kelley, Southern California, except San Diego, Imperial Counties and Clark County, Nevada; William Spillane, San Diego and Imperial Counties and all of Arizona. District sales coordinator: Charles Brady.

Pacific region—Division sales manager: Marshall Gibbs, Northern California.

Regional general managers—Eastern: Jack Plano; Central: Fred DeRango; Chicago: J. G. Schellenberg; Midwestern: Joseph Lucas; Southwestern: Stanley Rudnick; Southeastern: Joseph Vale; Western: Milton Shaw; Pacific: Ed Craven.

**Schick, Inc.**—William Siegel has been appointed director of advertising.

**Chrysler Airtemp**—Thomas W. Kirby has been named to the newly created position of special markets manager. He will direct Airtemp sales in the export, automotive, government, contract, national account, industrial and builder areas.



on the  
**Blackstone**  
WASHER & DRYER

## ALPINE HOLIDAY

You can go too... winning is easy... but hurry... Contest closes July 15th... See your Blackstone Distributor... or write Blackstone Corp., Allen St., Jamestown, N.Y.

ALWAYS USE

FSP replacement parts for  
RCA WHIRLPOOL appliances  
...manufactured to original  
factory specifications.  
Result: better service for  
your customers...greater  
profits for you!

FREE!

Revealing booklet on replacement  
parts quality. To get your copy write  
Service Department A, Whirlpool  
Corporation, St. Joseph, Michigan.

Factory Specification Parts for  
**Whirlpool HOME APPLIANCES**

meet the toughest specifications in the industry

RCA

Service Division, WHIRLPOOL CORPORATION,  
St. Joseph, Michigan

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

# New! World's first New Sylvania Squared 19"

(measured diagonally)

## Compare!

**Ordinary TV** (at left) reflects light from lamps, interiors, windows — day or night. Reflections come from both tube face and separate safety panel.

**Sylvania Squared 19 TV** (at right) is reflection-free. Only Sylvania has reflection-free TV, because only Sylvania has a *bonded* safety shield fine "satin finish."



# reflection-free TV!

## *with Shatterproof Bonded Shield!*

**Up to now** the biggest TV selling news of the year has been the squared screen. Now Sylvania brings it to you in the new 19-inch size,\* with a reflection-free picture!

Your customers will see the difference right away. Unlike ordinary TV, Sylvania Squared 19 is made with the glass safety shield *bonded* right to the face of the tube. The surface of this shatterproof shield has a fine "satin finish" that diffuses light — does away with reflections.

What's more, Sylvania Squared 19 with Bonded Shield offers all these other great improvements in picture quality:

**Brighter, easier-to-see picture** — because there's no separate pane of glass to trap picture-dimming dust where your customer can't clean it. The Sylvania picture wipes clean in a wink.

**Truer, more lifelike picture** — because the added strength of Sylvania Bonded Shield permits a flatter tube front that greatly reduces distortion, even when viewer sits to one side.

**Bigger, more natural picture.** The big squared 19" screen shows more of what the TV camera sees, and shows it the way people are used to seeing pictures—in a squared shape.

And Sylvania Squared 19 "Consolette" makes news with styling, too. Fine-furniture cabinets are slim, trim, weigh only 40 lbs. — easy to carry about with built-in handles.

Best of all, Sylvania Squared 19 is priced to sell in volume — at a hefty profit. Better call your Sylvania distributor today.

\*174 sq. in. viewing area

### Big Magazine Ads!



In *Life* and *Saturday Evening Post*. Exciting full-page ads will bring home the Sylvania Squared 19 story to 13 million families.

### Big Name Network Radio Shows!

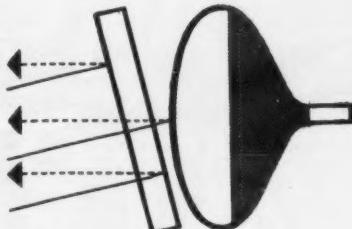
On NBC network, coast to coast. Just look at the stars whose top-rated shows will help you sell Sylvania Squared 19 TV. They'll deliver over 50 million selling impressions to keep traffic coming, and sales humming for you.

- Groucho Marx "You Bet Your Life"
- Morgan Beatty "News of the World"
- David Brinkley "Emphasis"
- Chet Huntley "Emphasis"
- Mike Nichols and Elaine May "Monitor"

### Why only Sylvania offers truly reflection-free viewing

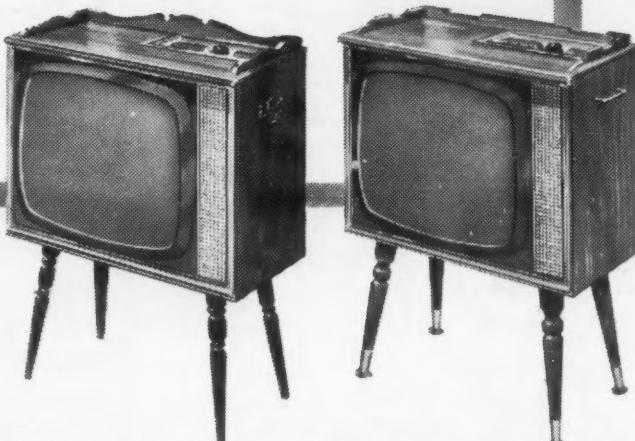
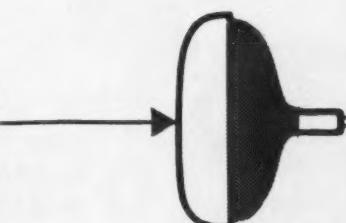
#### Ordinary TV

has a smooth-surfaced tube and a separate safety panel with smooth inner and outer surfaces. Any smooth glass surface picks up harsh reflections — no matter how it is tilted, twisted or turned. Thus every ordinary TV picks up eye-level reflections on the tube face. And, though the separate glass may be tilted to remove some reflections from the line of sight, it picks up others just as annoying.



#### Only Sylvania Squared 19

has the glass safety shield and tube *bonded* into one solid unit — with a fine "satin finish" surface. When outside light hits this surface it is broken up — literally scattered in hundreds of different directions. Picture is completely free of streaks and blotches of reflected light.



Colonial Model 19T81 (left)  
Early American styling, fruitwood gallery. Features: out-front sound, top-tuning, automatic volume control. Matching base optional.

Modern Model 19T81 (right)  
Beautiful contemporary styling in blonde oak or walnut grained finishes.

Sylvania Home Electronics Corp., Batavia, N.Y.

# SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**



# Is Central Service Good Or Bad?

whether central service will be a condition of franchise.

Hawley also said G-E can offer servicing dealers no assurances against further changes in status quo.

"I can see no basic conflict between present Westinghouse service arrangements and the NARDA statement," a company spokesman said. "We have many good servicing dealers in our metropolitan areas and we expect to continue to do so."

**Frigidaire pointed out** that it believes in a "hard-core" dealer organization, integrated to handle

service and sales wherever economically possible.

"This concept," explained a company spokesman, "is based on the premise that the dealer who sells a product is interested in rendering good service . . ."

And Frigidaire officials pointed to a half-a-dozen ways the company is helping dealers maintain strong service departments.

**"Whirlpool has not and does not,"** said Robert Lewis, company director of consumer relations, "deprive any RCA Whirlpool retailer of the right to service our appliances.

CONTINUED FROM PAGE 2

"Many dealers do perform service. Others, particularly in metropolitan areas, prefer to confine their activities to sales and to depend on the local RCA Whirlpool distributor to meet their service obligations to the consumer. Central service, where it is required, is arranged by the distributor."

But as earnestly as manufacturers agreed with the NARDA statement, some left the door slightly ajar—in case of future problems.

While agreeing that service is a commodity and a fundamental of brand strength and acceptance, a Westinghouse spokesman pointed

out that "a manufacturer must protect his brand reputation by assuring himself that there is adequate provision for top quality service of his products in every market." That point of view was echoed at Whirlpool.

**In Washington,** Federal Trade Commission and Justice Department officials sidestepped comment on the hint of legal action contained in the NARDA statement.

While manufacturers walked the central service tightrope—with the necessity of centralized setups in certain areas on the one hand and touchy dealer relations on the other—a survey of metropolitan dealers showed a lot of them liked the idea, but not all of them.

**"Who can do the best job of serving the customer—that's the question you have to answer,"** postulated Maurice Cohen, president of Lechmere Sales, Boston, and "Brand Name Retailer of the Year."

And, like a number of other metropolitan dealers, Cohen has answered the question with centralized service.

Some of his reasons: "It would be too difficult for us to maintain a service department big enough to handle the number of customers we have," Cohen pointed out. "And besides, we use central service as a selling point. A product is serviced best by the people who know it best—the people who make it."

**"It's a tempest in a teapot—that's my own personal viewpoint,"** Jack Haizen, executive vice president at Masters, New York, agreed with Cohen. "Centralized service is better for the customer."

**"I'm glad I have it now,"** seconded Bob Lederer, of Lederer's Bridgeport, Conn. And he went on to say why.

"In the first place, I know the cost to me of an appliance is final. I don't have to wonder whether or not the service allowance will cover repair bills."

**It's your own fault** if you lose customer contact," Lederer added. "Some dealers just give the new appliance owner the factory service number and tell her not to bother the store. The way we do it is tell the customer to call us. Then we call the factory. That way the customer knows we're still with her."

**Another testimonial:** "I was one of the guys that fought central service the hardest, but now I wouldn't do without it," vowed Dave Contessa, General Appliance Co., Norwalk, Conn.

"Five years ago I was one thousand and one percent against it. Now I'm two thousand and two percent for it," he thumped.

**Violently disagreeing** with all the opinions listed so far, Joe Whelan, of Gerhard's Inc., a servicing dealer in a suburb near Philadelphia, says, "I agree with NARDA wholeheartedly."

"If dealers get too far into this centralized service thing, they'll be just like the gas station operators—going out of business right and left," Whelan warned.

And so, some dealers are for central service, some are not. All are waiting to see what happens next.



## Look at these features!

① Automotive type snap-off hood for easy access to engine. ② Cooling fins and turbine-designed flywheel for cool operation. ③ Handles front and back for easy carrying. ④ Motor-head swivels 360° for forward and reverse. Air-cooled world famous Clinton Jeweled Engine system won't clog, corrode, freeze-up—salt water cannot damage. ⑤ Automotive-type carburetor. ⑥ Clin-Tone Muffler expels exhaust into water for extra quiet operation. ⑦ Two-bladed, semi-weldless propeller. ⑧ 6-foot Neoprene fuel hose for convenient placement of fuel tank. ⑨ Automatic recoil starter with hand-fitted handle for easy, quick starts. ⑩ Steering-arm folds out of way for ease in carrying and storage. ⑪ Aircraft-type throttle-control full width of control panel. ⑫ Two adjustment knobs—for simple idle or high speeds. ⑬ Aircraft-type choke control slides to "start or run" position. ⑭ Built-in automotive-type fuel pump. ⑮ Needle and sleeve bearings resist friction wear. ⑯ Remote 3-gallon fuel tank for hours of cruising. ⑰ Die-cast aluminum crankcase—with cast iron liner for long life.

Only 3 major moving parts—cuts cost of maintenance and service.

WEIGHS ONLY 30 LBS.

# DEALERS!

**Order outboards direct from this ad—save money—outsell your competition!**

## SPECIAL PACKAGE DEAL ON 5 H.P. Model J-9

### CLINTON air-cooled outboard

Even the biggest volume buyers can't beat you on this "Once in a Lifetime" opportunity  
(HURRY! THIS OFFER EXPIRES IN 30 DAYS)

It's powered by a quick-starting jeweled Clinton engine, loaded with features...a proved red-hot sales success and traffic builder. Set your own retail price—and buy it direct from the factory at just \$84.98 (less 2%, ten days). That means you can under-price, out-value and out-sell your competition—while you make your FULL profit! Rush your order for six or more today.

**CLINTON ENGINES CORPORATION**  
Dept. H-3, Clinton, Michigan

#### Clip and Mail

WITH YOUR ORDER TODAY TO

**Roy Porter,**

Sales Manager



O.K. Roy, send me the Clinton 5 H.P. Model J-9 outboards @ \$84.98. Company Check  Money Order  Purchase Order  enclosed. I will pay freight cost on arrival. No. of outboards \_\_\_\_\_ (Minimum of 6)

Amount of order \$

(Terms: 2%, 10 days)  
Display racks @ \$2.95 NET.

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

MY NAME \_\_\_\_\_

CLINTON ENGINES CORPORATION / DEPT. H-3 / CLINTON, MICHIGAN

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**PETER HUGHES** PRODUCTION MANAGER  
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 MO. 4-5800

**CLEVELAND** ROBERT J. SCANNELL  
 55 Public Square, Cleveland 13, Ohio  
 SU. 1-7000

**DALLAS** F. E. HOLLAND  
 1712 Commercial Street, Dallas 1, Tex.  
 RI. 7-5117

**LOS ANGELES** RUSSELL H. ANTLES  
 1125 West Sixth, Los Angeles 17, Cal.  
 HU. 2-5450

**SAN FRANCISCO** THOMAS H. CARMODY  
 SCOTT HUBBARD  
 68 Post Street, San Francisco 4, Cal.  
 DO. 2-4600

**DISTRIBUTOR  
APPOINTMENTS**

**CHRYSLER AIRTEMP**—W. R. Miller Co., Minneapolis; Waldoch Wholesale, Inc., Little Rock, Ark.; Air Conditioning, Inc., Salt Lake City; Refrigerative Supply, Inc., Portland, Ore.

**GIBSON REFRIGERATOR DIVISION**—K. K. Co., Omaha, Neb.; National Sales Co., Rochester, N. Y.

**IONA MANUFACTURING CO.**—Anderson-Dee Co., Denver, (as rep for Colorado, Wyoming, Utah, southern Idaho, New Mexico, Arizona, Nevada and El Paso, Tex.); Pendergraft-Jackson and Assoc., Atlanta, (as rep

for Florida as well as the Carolinas, Georgia, Alabama and eastern Tennessee); U. S. Electrical Supply Co., Inc., New York.

**MOTOROLA INC.**—J. M. Potter, Inc., Grand Rapids, Mich.

**NORTHERN ELECTRIC CO.**—Al Semtner Drug Depot, Inc., Dallas.

**WHITE PRODUCTS CORP.**—Clarence Sullivan, Quincy, Ill., (as manufacturer's rep for Missouri, Iowa and Nebraska).

**DORMEYER CORP.**—Arthur J. Kearney, Kirkwood, Mo. (as manufacturer rep for St. Louis, eastern half of Missouri, southern Illinois and an area in the

southwest portion of Tennessee).

**GLASER-STEERS CORP.**—Appointed as factory reps: The Jack Heinmann Co., Minneapolis, for the Dakotas, Nebraska, Iowa, Kansas, Missouri, Minnesota, Wisconsin; Maury Farber Associates, Buffalo, N. Y., for upper New York State; J. C. O'Donnell, Denver, for New Mexico, Colorado, Utah, eastern Idaho, eastern Montana, Wyoming; Land-C-Air Sales, Tuckahoe, N. Y., for metropolitan New York, Long Island, New Jersey, eastern Pennsylvania; Paul W. Nief Associates, Westport, Conn., for New England; Lee & Hale, Detroit, for Michigan; Les A. Morrow Co., Cleveland, for Ohio, western Pennsylvania and West Virginia.

# BLACKSTONE'S ALPINE HOLIDAY IS GOING GREAT



*And* THERE'S STILL TIME FOR YOU  
TO GET IN ON IT

Ever wonder why appliance makers don't come up with a trip that's easy to win . . . even for the smaller dealer? This year—*Blackstone's got it!* A trip to the Laurentian Mountains, north of Montreal, Quebec. And it's right in the middle of Canada's summer tourist season . . . a good time for you to take off. Contest closes July 15, 1960. There's still time to get aboard, and winning is easy. See your Blackstone distributor right away and go Alpine—buy Blackstone.

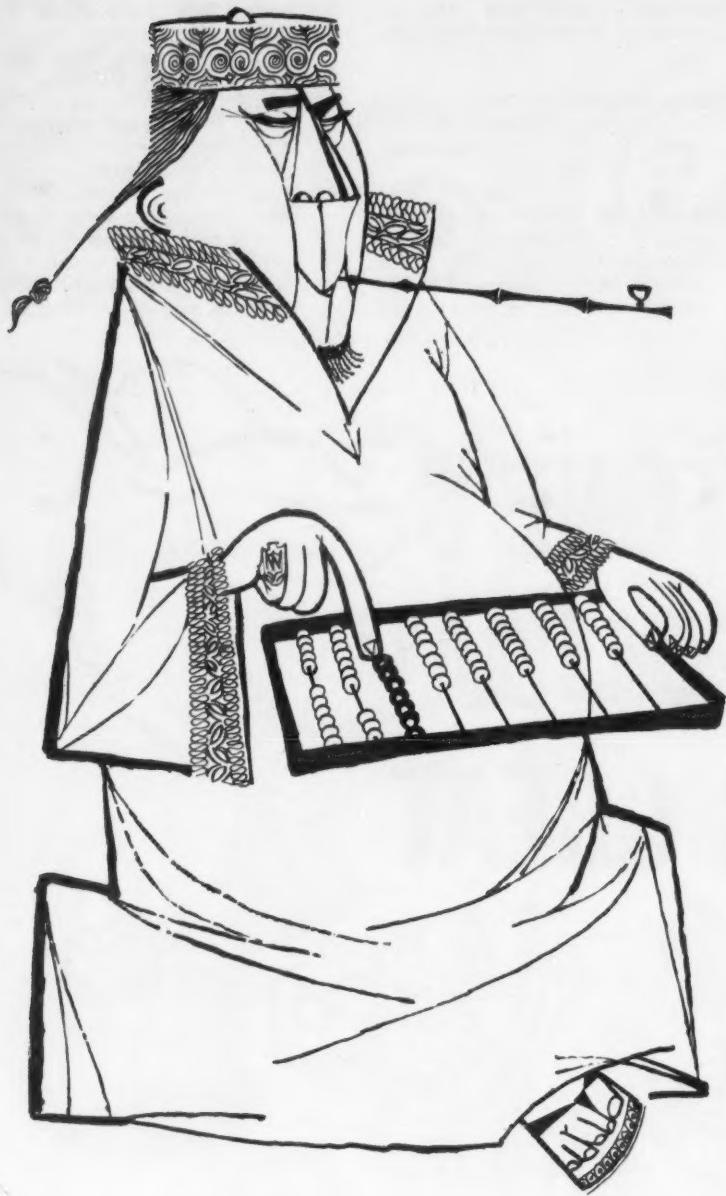


Alpine Specials—  
count for extra trip points  
—extra profits during contest

*This year...*

## Blackstone's GOT IT!

America's Oldest Washer Manufacturer . . . Since 1874



**IF IT'S FAIR PROFIT YOU WANT**  
on room air conditioner sales, put Chrysler room units on your shelves. They bring a fair profit because people expect to pay a fair price for famous Chrysler quality. And by "fair price," we mean low enough so you won't have any left over at season's end. Want more reasons why your future lies with Chrysler? Send for your copy of the booklet, "It will pay you to take a long look ahead . . . with Chrysler Airtemp." Do it today!

**Own a Dodge Dart for a Dollar! Your Chrysler Air Conditioner Distributor has the details!**

**C**  
**CHRYSLER**  
**AIRTEMP**

Airtemp Division, Chrysler Corporation, Dept. P-30B, Dayton 1, Ohio

## A Quick Check of BUSINESS TRENDS

	LATEST MONTH	Preceding MONTH	YEAR AGO	THE YEAR SO FAR
<b>FACTORY SALES</b> appliance-radio-TV index (1957 = 100)	130	133	104	25% up* (Jan. 1960 vs. Jan. 1959)
<b>RETAIL SALES</b> total (\$ billions)	18.1	18.1	17.5	3.4% up (Feb. 1960 vs. Feb. 1959)
<b>APPLIANCE-RADIO-TV STORE SALES</b> (\$ millions)	339	344	327	3.7% up (Feb. 1960 vs. Feb. 1959)
<b>CONSUMER DEBT + +</b> owed to appliance-radio-TV dealers (\$ millions)	285	289	283	0.7% up (Feb. 1960 vs. Feb. 1959)
<b>FAILURES</b> of appliance-radio-TV dealers	27	32	31	12.9% less (March 1960 vs. March 1959)
<b>HOUSING STARTS</b> (thousands)	97.0	76.6	121.0	19.8% less (March 1960 vs. March 1959)
<b>AUTO OUTPUT</b> (thousands)	140.1**	133.4**	135.9**	3.1% up
<b>PERSONAL CONSUMPTION EXPENDITURES</b> for furniture-household equipment (\$ billions)	19.0+	18.9+	17.8+	6.7% up (4th qtr. 1959 vs. 4th qtr. 1958)
<b>DISPOSABLE INCOME</b> annual rate (\$ billions)	340.6+	335.1+	322.9+	5.5% up (4th qtr. 1959 vs. 4th qtr. 1958)
<b>CONSUMER SAVINGS</b> annual rate (\$ billions)	23.6+	21.9+	27.7+	0.4% down (4th qtr. 1959 vs. 4th qtr. 1958)
<b>EMPLOYMENT</b> (thousands)	64,267	64,520	63,828	0.7% up (March 1960 vs. March 1959)

\*New index being used. Federal Reserve Bulletin, Jan. 1960.  
\*\*Figures are for the week ending April 16, 1960 and preceding week (revised).

+Figures are for quarters.

++Federal Reserve Bulletin figures (revised).

## A Quick Check of INDUSTRY TRENDS

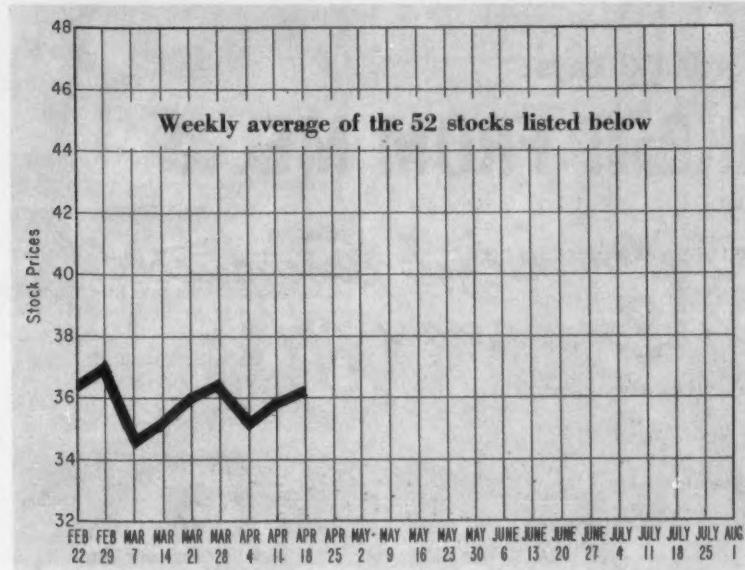
An up-to-the-minute tabulation of estimated industry shipments of 16 key products. New figures this week are shown in bold-face type.

	1960 (Units)	1959 (Units)	% Change
<b>DISHWASHERS</b>	Feb. 46,000	39,500	+16.46
	2 Mos. 83,200	75,300	+10.49
<b>DRYERS, Clothes, Electric</b>	Feb. 69,898	69,422	+ .69
	2 Mos. 144,075	148,015	- 2.65
Gas	Feb. 38,469	36,852	+ 4.39
	2 Mos. 75,895	76,479	- .76
<b>FOOD WASTE DISPOSERS</b>	Feb. 56,300	59,000	- 4.58
	2 Mos. 108,100	107,500	+ .56
<b>FREEZERS</b>	Feb. 97,400	90,600	+ 7.51
	2 Mos. 150,600	169,400	-11.10
<b>PHONOGRAPHS, Monoaural</b>	Feb. 90,854	164,873	-44.89
	2 Mos. 209,254	349,020	-40.05
Stereo	Feb. 324,666	188,750	+72.01
	2 Mos. 665,995	366,086	+81.92
<b>RADIOS, Home-Portable-Clock</b>	Week Apr. 8 196,250	155,202	+26.45
(production)	14 Weeks 2,794,039	2,386,007	+17.10
<b>RADIOS, Automobile</b>	Week Apr. 8 104,946	99,188	+ 5.81
(production)	14 Weeks 1,967,909	1,463,216	+34.49
<b>TELEVISION</b> (production)	Week Apr. 8 106,149	106,691	- .51
	14 Weeks 1,678,834	1,496,245	+12.20
<b>REFRIGERATORS</b>	Feb. 302,400	306,200	- 1.24
	2 Mos. 569,100	562,400	+ 1.19
<b>RANGES, Electric—Standard</b>	Feb. 83,500	86,000	- 2.91
	2 Mos. 150,900	165,200	- 8.66
Built-in	Feb. 59,700	48,600	+22.84
	2 Mos. 105,800	90,200	+17.29
<b>RANGES, Gas—Standard</b>	Feb. 136,400	133,000	+ 2.56
	2 Mos. 247,300	262,400	- 5.76
Built-in	Feb. 22,600	19,400	+16.49
	2 Mos. 45,200	38,700	+16.80
<b>VACUUM CLEANERS</b>	Feb. 294,483	271,396	+ 8.51
	2 Mos. 552,813	513,912	+ 7.57
<b>WASHERS, Automatic &amp; Semi-Auto</b>	Feb. 222,463	228,955	- 2.84
	2 Mos. 425,406	452,848	- 6.06
Wringer & Spinner	Feb. 61,177	68,871	-11.17
	2 Mos. 112,799	133,469	-15.49
<b>WASHER-DRYER COMBINATIONS</b>	Feb. 16,381	20,586	-20.43
	2 Mos. 30,345	37,508	-19.10
<b>WATER HEATERS, Electric (Storage)</b>	Feb. 60,500	75,500	-19.87
	2 Mos. 109,200	138,200	-20.98
<b>WATER HEATERS, Gas (Storage)</b>	Feb. 213,800	259,700	-17.67
	2 Mos. 429,300	525,900	-18.37

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

## TAKING STOCK

A quick look at the way in which the stocks of 52 key firms within the industry behaved during the past week. This unique summary is another exclusive service for readers of EM WEEK.



STOCKS AND DIVIDENDS IN DOLLARS	HIGH	1960 LOW	CLOSE APR. 11	CLOSE APR. 18	NET CHANGE
<b>NEW YORK EXCHANGE</b>					
Admiral	23 7/8	18	20 5/8	20 3/8	- 1/4
American Motors 1	29 1/8	22 1/4	26 3/4	29 1/8	+ 2 1/8
Arvin Ind. 1	27 1/2	21 1/8	24 1/8	24 1/8	-
Borg Warner 2	48 1/2	39 1/4	40 1/2	40 1/2	-
Carrier 1.60	41 3/4	32 1/4	35 3/8	34 1/4	- 1 1/8
CBS 1.40B	45	36 1/8	37 1/8	39 1/4	+ 2 1/4
Chrysler 1	71 1/8	50 1/8	52 1/4	53	+ 1/4
Decca Records IXD	29 3/4	17 1/8	26 1/4	29 1/4	+ 3
Emerson Electric 1	42 1/4	33	40 1/4	49 1/4	+ 2
Emerson Radio .50F	18 3/8	13 1/8	13 1/4	13 1/2	- 1/4
Fedders 1	20 3/8	16 1/8	19	18 1/8	- 1/8
General Dy. 2	53 3/8	41 1/8	43 3/8	42 1/8	- 1/4
General Elec. 2	99 1/8	84 1/8	92 1/2	92 1/8	+ 3/8
General Motors 2	55 1/8	43 1/8	46	46 1/4	+ 3/4
General Tele. 2.20	84 3/4	70 1/8	82	86 1/4	+ 4 1/4
Hoffman Elec. .60	27 5/8	22 1/4	23 1/8	23 1/4	+ 1/8
Hupp CP. 3/8F	13 1/4	9 1/4	11 1/8	11 1/4	+ 1/8
Magnavox 1	45	31 1/4	41 1/8	43 1/8	+ 1 1/4
Maytag 2A	44 1/2	35 1/4	38 1/4	38 1/4	+ 1/2
McGraw-Edison 1.40	45 3/4	40	43	42	- 1
Minn. Mining & Mfg. 1.60	186 3/4	161 1/4	184 1/8	185 1/2	+ 1 1/2
Montgomery Ward 2	55 3/8	43 1/4	45 1/8	45 1/2	+ 3/8
Monarch 1.20	19 7/8	14	14	14	-
Motor Wheel 1	23 1/4	16 1/8	17 1/4	16 1/4	+ 1
Motorola 1.50	178	140	168 3/4	175 1/4	+ 7
Murray CP	28 1/2	24 3/4	26	27 1/8	+ 1 1/8
Philco 1/4G	38 1/4	26 1/8	32 1/4	33	+ 1/4
R.C.A. 1B	77 3/4	59 1/2	71 1/2	77 1/8	+ 6 1/4
Raytheon 2.37T	53 3/8	43 3/4	43 1/8	41 1/8	- 1 1/4
Rheem .60	28 1/8	19 1/8	21 1/4	21	- 1/4
Ronson .60	12	9 1/4	9 1/8	9 1/8	-
Roper GD	21 1/2	15 1/8	17 1/4	17 1/2	- 1/4
Schick	16 1/4	12 1/2	12 1/8	12	- 1/8
Siegle Corp. .10E	38 7/8	29 1/4	36 1/2	38 1/8	+ 2 1/8
Smith A. O. 1.60A	53 3/8	38 3/4	40	39 1/8	- 1/8
Sunbeam 1.40A	64 1/2	52 1/2	55 1/2	55 1/4	+ 1/4
Welbilt .10G	7 1/8	5 1/2	5 5/8	5 5/8	-
Westinghouse 1.20	57 1/4	45 1/2	53 1/4	54 1/8	+ 1 1/8
Whirlpool 1.40	34 1/8	26 7/8	29 1/8	26 7/8	- 3
Zenith 1.60	116	89 1/8	103 1/2	101 1/2	- 2
<b>AMERICAN EXCHANGE</b>					
Casco Pd. .30G	9 1/4	6 3/4	8 3/8	8 1/8	- 1/4
Century Elec. 1/2	9 1/8	8 5/8	8 7/8	8 7/8	-
Du Mont Lab.	10	6 1/2	9 1/8	9 1/8	+ 3/4
Herold Rad.	7 1/8	5	5 1/8	5 1/8	+ 3/4
Ironrite .20	8 1/2	6 7/8	7 1/8	8 1/2	+ 1 1/2
Lamb. Ind.	6 7/8	4 1/8	5 5/8	6 1/2	+ 7/8
Muntz TV	6 1/2	4 3/8	5 1/4	5	- 1/4
National Presto	12	10 3/4	11	11	-
Proctor-Silex	10 1/8	2 1/8	8	8	-
<b>MIDWEST EXCHANGE</b>					
Knapp-Monarch	—	—	5 1/4	5 1/2	+ 1/4
Trav-ler Radio	—	—	7 1/2	7 1/4	- 1/4
Webcor	—	—	10 1/2	10 1/8	- 1/8

A—Also extra or extras. B—Annual rate plus stock dividend. C—Declared or paid in 1959, plus stock dividend. E—Paid last year. F—Payable in stock during 1959, estimated cash value on ex-dividend or ex-distribution date. G—Declared or paid so far this year. T—Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** Six issues registered new highs as the market completed its first spring month of trading. Since the beginning of spring, EM Week's 52 key stocks have recorded an overall decline of 1/4 pt., a surprising note since the electronics issues have been extremely active in that period. Two items of interest:

Minn. M&M announced the purchase of the Mutual Broadcasting System while American Motors was the market leader in trading throughout the week turning over 86,800 shares on April 19 alone. Volume was up on the American Exchange; only two of EM Week's nine entries reflected a loss.



**IF IT'S EXTRA POWER YOU WANT**  
in your room air conditioner line, Chrysler will really score with your customers. Top capacity on the Slender and Built-In models is up 20% . . . to 12,000 BTUH. And the Power King leads the field with a cool 22,500 BTUH. Want more proof your future lies with Chrysler? Send for the booklet, "It will pay you to take a long look ahead . . . with Chrysler-Airtemp." Do it today!

**Own a Dodge Dart for a Dollar! Your Chrysler Air Conditioner Distributor has the details!**

**C**  
**CHRYSLER**  
**AIRTEMP**

Airtemp Division, Chrysler Corporation, Dept. P-30B, Dayton 1, Ohio



A. Kordalski says:

## "TAKE IT FROM ME..."

*No sales outfit can succeed  
unless every sale  
is backed by  
dependable service!"*

ANTHONY T. KORDALSKI  
STERLING LINDNER CO.  
Cleveland, Ohio

"Appliance selling has changed a lot in the past dozen years—but one phase never changes . . . service after the sale is just as important now to future sales as it was back when Frigidaire replaced the ice box! That's why we, as sales dealers, sell the value of good service . . . even though we don't do the servicing ourselves. More than that, we believe that our responsibility to customers starts when they are still prospects. That's why we advertise factory-trained Frigidaire Authorized Service backing every Frigidaire Appliance we sell. We are well aware of the fact that our reputation is at stake every time a serviceman makes a call. That's why we take an active interest in the kind of service our customers get!"

"Yes, take it from me, good service is important to sales and repeat sales."

*G.T. Kordalski*  
Sterling Lindner Co.  
Cleveland, Ohio

Over 10,000 Frigidaire dealers know the Frigidaire formula for long-range success . . . a quality product backed by quality service! They know too, that—

### BBA\* SERVICE MAILINGS HELP YOU KEEP IN TOUCH WITH FUTURE PROFITS!

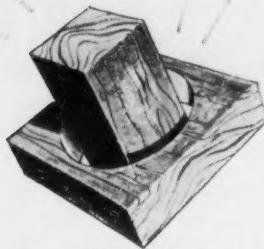


\*BBA—"Bring 'Em Back Again"—that's the goal of a sparkling series of low-cost mailings available to Frigidaire Dealers. On a planned schedule, these timely messages remind customers of your interest in their product satisfaction—and pave the way to increased repeat sales. For more information on Frigidaire Service, Parts and Programs (including the profit-proven BBA Plan), call or write your nearest Frigidaire Factory Branch or Distributor's Office listed on the next page, or Service Department, FRIGIDAIRE Division, General Motors Corporation, Dayton 1, Ohio.

# FRIGIDAIRE goes all the way

TO BUILD SALES THROUGH SERVICE LEADERSHIP!

TAKE IT FROM US...



There's a Factory Part just right for every job—usually at Lower Net Cost!

"Misfit," says the dictionary, is "something that fits badly, does not adapt readily." Misfit appliance parts can cause costly man-hours, unnecessary call-backs and customer dissatisfaction. For the right part, at the right price, call or write:

**FRIGIDAIRE SALES  
CORPORATION OFFICES**

ATLANTA, GA.  
2995 E. Ponce de Leon Ave.  
Decatur, Ga.

BALTIMORE-WASHINGTON  
2315 Cecil Ave., Baltimore 18, Md.

BOSTON 15, MASS.

25 Blandford St.

BUFFALO 2, N. Y.

1018 Main St.

CHARLOTTE 1, N. C.

P. O. Box 1192

CHICAGO 51, ILL.

1200 N. Homan Ave.

CLEVELAND 14, OHIO

1729 E. 22nd St.

DAYTON 19, OHIO

P. O. Box 597, Far Hills Station

DENVER 4, COLO.

215 Wazee Market

DETROIT 28, MICH.

13940 Tireman Ave.

FORT WORTH 7, TEXAS

P. O. Box 3847

KANSAS CITY 16, MO.

1534 Burlington Ave.

North Kansas City

LOS ANGELES 58, CALIF.

P. O. Box 58314, Vernon Branch

MINNEAPOLIS-ST. PAUL, MINN.

2331 University Ave., S. E.

Minneapolis 14, Minn.

NEW ORLEANS 19, LA.

4141 Bienville St.

NEW YORK 19, N. Y.

1775 Broadway

OAKLAND 8, CALIF.

1250 53rd St.

PHILADELPHIA 24, PA.

500 E. Hunting Park Ave.

PITTSBURGH 6, PA.

248-50 S. Euclid Ave.

PORTLAND 9, ORE.

1035 N. W. 14th Ave.

ST. LOUIS 8, MO.

482 N. Kingshighway Blvd.

**FRIGIDAIRE DISTRIBUTORS**

EL PASO, TEXAS

W. G. Walz Co.

500 San Francisco St.

HOUSTON 2, TEXAS

Cox & Blackburn, Inc.

2301 Commerce Ave.

INDIANAPOLIS 9, IND.

Refrigerating Equipment Co.

900 N. Senate Ave.

LOUISVILLE 1, KY.

Smith Distributing Co.

P. O. Box 1495

MEMPHIS 4, TENN.

McGregor's Inc.

1071 Union Ave.

MIAMI 36, FLA.

Domestic Refrigeration Co., Inc.

134 N. W. Third Ave.

OMAHA 8, NEB.

Major Appliance Co.

1101 Jackson St.

ROCHESTER 4, N. Y.

Chapin-Owen Co., Inc.

205 St. Paul St.

SALT LAKE CITY 11, UTAH

W. H. Bintz Co.

P. O. Box 1350

SAN ANTONIO 6, TEXAS

Straus-Frank Co.

P. O. Box 600

SIOUX CITY 2, IOWA

D. K. Baxter Co.

P. O. Box 1707

SPOKANE 1, WASH.

Sunset Electric Co.

North 703 Division St.

SYRACUSE 1, N. Y.

Onondaga Supply Co., Inc.

344 West Genesee St.

TAMPA 2, FLA.

Byars-Forgy, Inc.

105 Twiggs St.

TORONTO, CANADA

Frigidaire Products of Canada, Ltd.

1901 Eglington Avenue, E.

Scarborough, Ont., Can.

**FRIGIDAIRE**

PRODUCT OF GENERAL MOTORS

Frigidaire Service Department,

Dayton 1, Ohio

## HOW'S BUSINESS?

Here's the answer for 27 key markets which cover 18% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

Feb. 1960 vs. Feb. 1959	00	Refrig- erators	Freezers	Electric Ranges	Water Heaters	Washers	Clothes Dryers	Dish- Washers	Room Air Condi- tioners	TV
2 Mos. 1960 vs. 2 Mos. 1959	00									
<b>IN THE EAST</b>										
United Illuminating Co.		+19	+28	+2	+79	-6	+15	+51	+1400	+33
		+10	+25	+2	+37	-5	+24	+60	+600	+17
N. Y. State Elec. & Gas Corp.		+40	+5	+7	-19	+24	+17	0	-13	*
		+17	+18	+15	-20	+16	+12	0	-29	*
Jersey Central Power & Light		0	+24	-13	-13	+3	+48	+55	+55	-11
		+9	+12	-2	-3	+10	+24	+40	+4	+1
New Jersey Power & Light Co.		+25	+7	+16	+39	-1	+22	+24	0	-10
		+13	+24	+20	+41	-7	+20	+12	+33	-7
Philadelphia Elec. Assoc.		+22	+39	+53	+25	+5	+63	+41	+19	+3
		+13	+40	+11	-30	-1	+12	+39	+15	+4
Pennsylvania Electric Co.		+9	-2	-8	-11	-4	+3	+39	-50	0
		+9	+15	-8	-5	+1	+3	+29	-56	-5
West Penn Power Co.		+12	-2	+7	-8	+1	+18	-26	+28	-3
		+10	+7	+13	+7	+4	+19	-1	+18	+5
<b>IN THE MIDWEST</b>										
Dayton Power & Light Co.		-2	+8	+3	-9	-14	-23	+32	-12	-4
		-9	+5	-9	-2	-16	-24	+40	+30	-3
Central Illinois Public Service		-16	-8	-6	-12	-19	-32	-6	+33	-10
		-4	-3	-8	-3	-15	-24	-4	+19	-5
Kansas Gas & Electric Co.		-5	-21	-15	+35	+10	+20	+21	-57	-6
		+3	+2	-10	+33	+2	+2	+28	-36	0
Kansas Power & Light Co.		+12	+2	+1	+42	-10	-12	*	-26	+6
		0	-8	-6	+16	-7	-16	*	-32	+2
Nebraska-Iowa Elec. Council		+8	-14	+18	-17	+15	+12	-24	+84	+11
		-3	-12	+17	-14	+2	+1	-13	+54	+7
<b>IN THE SOUTH</b>										
Kentucky Utilities Co.		-15	-16	-9	-23	-20	-13	0	+40	+6
		0	+15	+1	-7	-16	-8	+9	+102	+6
Chattanooga Elec. Power Bd.		+10	+19	+13	0	+3	0	+75	-6	+6
		+10	+1	+29	+9	-12	-18	+150	-5	+2
Nashville Elec. Service		+9	+5	+1	-5	*	+42	*	*	*
		+17	+7	+5	0	*	+2	*	*	*
Florida Power & Light Co.		+9	+25	+31	-10	-6	-14	+21	+41	+4
		-13	+24	+2	-28	-14	-9	+57	+19	+31
Florida Power Corp.		-6	+17	-13	+2	0	+2	+12	-22	-6
		-5	+11	-15	-7	-4	+5	+11	-14	-2
Tampa Electric Co.		-19	-39	-11	+41	-3	+4	+21	-28	-9
		-9	-27	-19	+24	+5	-18	+14	+1	-14
<b>IN THE SOUTHWEST</b>										
Dallas Power & Light Co.		-2	+22	+5	*	+47	+30	-15	*	+11
		+2	+30	+17	*	+42	+63	-1	*	+6
Gulf States Utilities Co.		*	*	+1	+36	*	+15	*	*	*
		*	*	+7	+27	*	+15	*	*	*
El Paso Electric Co.		-21	-26	-39	-58	*	-12	-33	-93	-5
		-25	-27	-28	-51	*	-16	+8	-73	+1
Southwestern Electric Power		+7	0	-4	+1300	-8	-1	+11	+48	-4
		+11	+9	-1	+22	-4	-4	+12	+66	-4
New Orleans Public Service		-7	-37	+67	*	-12	+4	+12	-29	+21
		-9	-28	+55	*	-13	-20	+5	-10	+9
<b>IN THE WEST</b>										
Idaho Power Co.		-21	+1	-8	-11	-15	-6	*	*	*
		-8	+10	-3	-12	-7	-5	*	*	*
Pacific Gas & Electric Co.		+20	+21	+37	-4	+10	+6	+33	+39	-10
		+21	+21	+23	+8	+5	0	+28	+44	-3
Pacific Power & Light Co.		+1	+23	-8	-19	-5	-10	+8	-41	-8
		+1	+18	-10	+5	-3	-4	+6	-19	-10
Washington Water Power Co.		+13	-26	-5	+16	0	+5	+125	0	-26
		-7	-38	-6	+7	-24	-16	+52	+300	-26
<b>NATIONAL</b>										
Feb. 1960 vs. Feb. 1959		+8	+7	+8</td						

# Admiral's Avalanche 19 is Rolling!

**The first 19 inch Portable TV** is an unqualified success! Dealers from coast to coast acclaim it the most exciting Portable TV ever! Something NEW to sell—and, again, only Admiral has it! First with the 23's, Admiral is first again with Wide-Angle 19" TV! Get in on the Admiral Avalanche of local and national ads. Call your Admiral distributor now!

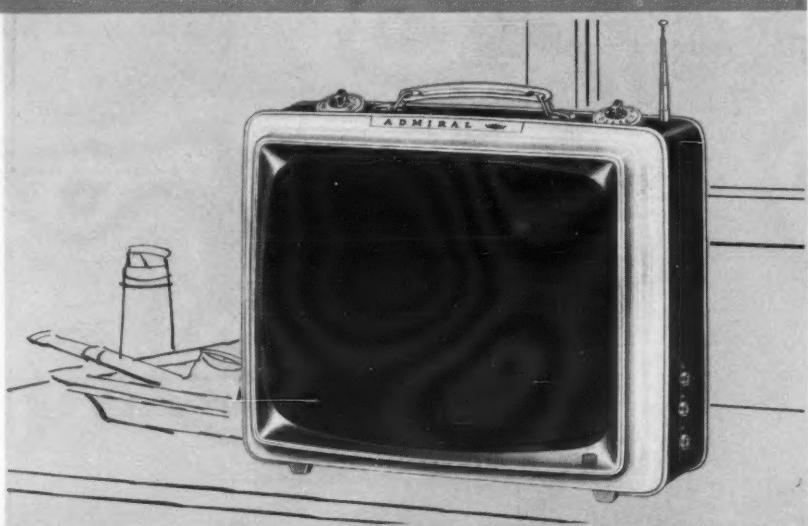


## New Remote Control 19 inch Portable TV

Wireless Super SON-R does what others only pretend to do! Not only turns TV on, changes channels and adjusts the volume—also turns TV *really* off! No tubes are left burning inside the set! Admiral Quality 19" SON-R TV is available in five rich finishes. *The Diplomat:* PS19J160 Series in charcoal, mahogany or blonde oak finishes. *The Aristocrat:* PS19J170 Series in leather-look grains of white or tan.

## New Thin Man® 19 inch Portable TV

New picture size! New picture shape! New picture quality! Big, movie-square 19" TV in a cabinet as slim and compact as ordinary 17's! Styled like the finest luggage. Only 12½ inches thin. Super-powered quality chassis. Handy top tuning. Full-range FM sound. *The Custom:* PL19J130 Series in white with brown, green or yellow finishes. *The Executive:* PL19J140 Series in beautiful leather-look grains of charcoal, white or tan.



# ADMIRAL AVALANCHE

